

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

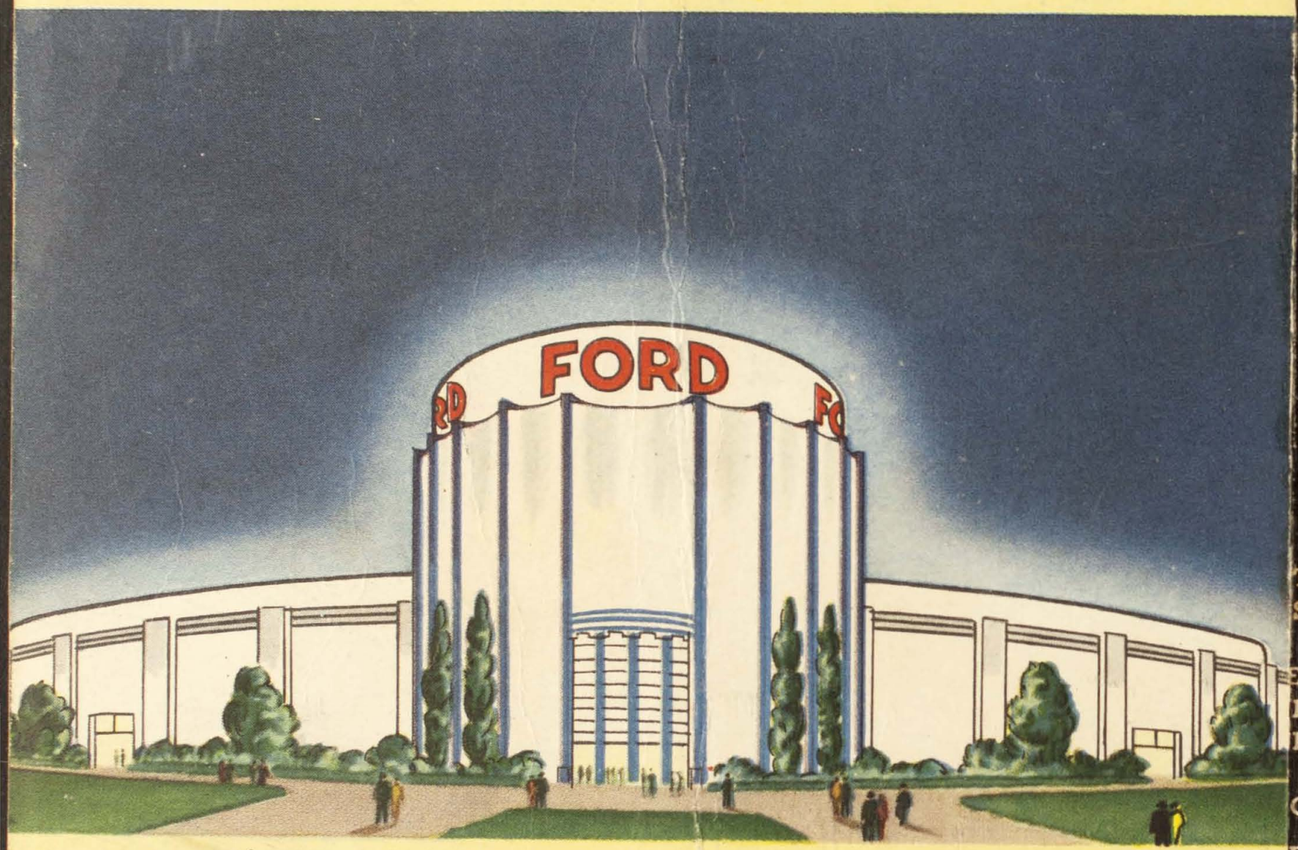
OFFICIAL GUIDE

25¢

SOUVENIR PROGRAM
AND PICTURE BOOK

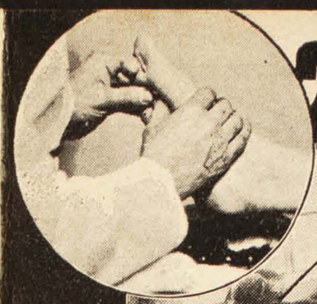
· FORD ·

AT THE CALIFORNIA-PACIFIC INTERNATIONAL EXPOSITION



● **"OUT of the earth come the materials that make the modern automobile. Man's ingenuity transforms them into fabricated products." This is the theme of the fascinating story unfolded in this great building. Here is depicted on a colossal scale the drama of the great Ford Rouge plant. Here a panorama of moving, working exhibits symbolizes the unique Ford principle of manufacture that has made possible the "Universal Car."**

200,000 *Foot Treatments*





Photograph of Dr. Hiss at work in his Clinic at 740 S. Flower St., Los Angeles. Foot sufferers from all parts of America and many foreign countries gather here for relief.

have made

THESE SHOES *possible*





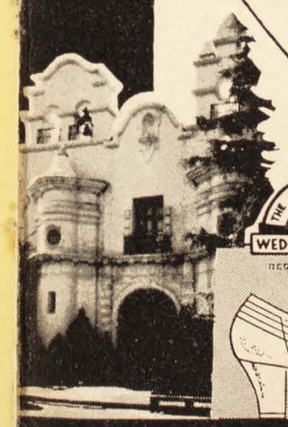
3d revised edition, published by Doubleday Doran & Co Obtainable at all good book stores, or from Dr. Hiss Foot Clinic, 740 S. Flower Street, Los Angeles.

SEE THESE SHOES ON EXHIBIT IN THE HOUSE OF CHARM • BOOTH 29

STYLE! That's the first thing you note about Dr. Hiss Classified Shoes. COMFORT! That's what you thrill to when you put them on. "But how?"—you ask. "How was this miracle accomplished?" ● You have Dr. Hiss to thank for that. The scientific principles to which these shoes owe their supreme combination of smartness and comfort are the result of the noted orthopedic surgeon's long and patient research. They represent the experience gained in the course of rendering over 200,000 treatments to human feet, as described in his papers published in various scientific journals and in his book "New Feet for Old." ● A special exhibit of these famous shoes is on display in the House of Charm. You are invited to inspect it. Booth 29.

Dr. Hiss Classified Shoes

Shoes for women, manufactured exclusively by
THE WALKER T. DICKERSON CO., COLUMBUS, OHIO





LOOK FOR THIS SIGN AT THE FAIR

NEW FEET FOR OLD

TRANSPORTATION

Coming to the Exposition

Because of the convenient location of Balboa Park it is quickly accessible via Street Car or Bus. This service directly serves both the East and West Gates, the two main entrances. By using this service you avoid parking and driving worries and also the parking expense.

Street Cars

5c Street cars on Routes 7 and 11 directly serve the East Gate. It is a 10-minute ride from downtown and the fare is but 5c from all parts of the City. It is possible to board any street car at any point and at no additional cost, transfer to cars on Routes 7 or 11. A 5-minute service is maintained on these lines.

By Bus

10c Catering to the downtown hotels is a special bus line using new coaches. These buses serve the West Gate exclusively, leaving the downtown district every 7 minutes. The fare is 10c for a 7-minute ride direct to the grounds. This is the Route "X" line and so designated on the front of the bus.

Within the Grounds

Inside the Exposition Grounds will be operated the Special Exposition Buses. The colorful buses have been specially constructed with your comfort the first consideration. There will be two types of service, first the:

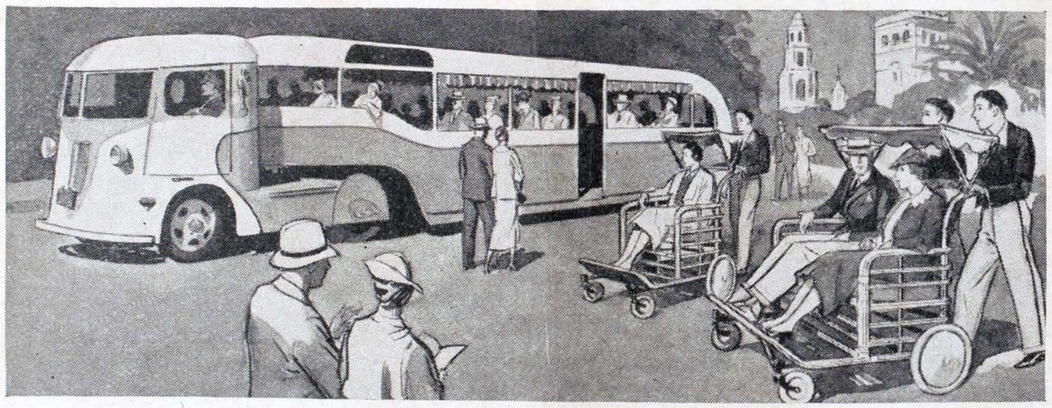
Luxury Sightseeing Tour

35c This is the OFFICIAL TOUR of America's Exposition, so designated by the Exposition officials. Complete, comprehensive, it is the only way to gain a general knowledge of the entire grounds and the things of interest therein.

The OFFICIAL TOUR is available at either East or West Gates and passes all important buildings and exhibits. A well-informed lecturer explains all about each exhibit as the bus slowly passes.

Regular Bus

10c Visit the exhibits you have chosen as the most interesting. For ease and convenience use the Transportation or Regular bus. Stops are conveniently located. The fare of 10c is good for a continuous ride to any point in the grounds.



Scenic Route to Mexico

In driving across the international border to Tijuana and Agua Caliente the Scenic Way is via Coronado and the Silver Strand. This takes you by Ferry across San Diego Harbor, passing the various naval ships, to Coronado. Then past the justly-famous Hotel del Coronado and Coronado Tent City, along the Silver Strand about 16 miles directly to Tijuana. The Silver Strand, one of the largest natural breakwaters in the world, is a 7-mile narrow strip of sand with San Diego Bay on one side and the Pacific Ocean on the other.

Ferries leave the foot of Market Street every 10 minutes. Passenger fare is 5c, automobile and driver is 20c to 30c, depending on length of car.

Roller Chair Service De Luxe

The most luxurious mode of doing America's Exposition. These chairs are manned by competent college men, well trained in the art of helping you to enjoy your stay here.

Visit the buildings, the out-of-the-way spots, the hidden trails, in complete ease and relaxation.

In addition to their complete knowledge of the Exposition, the chair operators are also well informed about things to do and see in and about San Diego and its historical background.

You will find either the single or double chairs at any of the entrances. It is suggested that you make your reservations in advance.

At the Exposition, or on the road,

FOR COMPLETE INFORMATION

STOP AT THE "SIGN OF THE SHELL"



THE FASCINATING GIANT SHELL will be information headquarters. It's one of the first places you'll find yourself visiting at the Exposition at San Diego.

See the largest animated touring map in America.

Ask any of the eight attractive young Shelladies for Exposition information, or about touring anywhere in the country. Ask about Western motor trips, mileages, road conditions, scenic and historical attractions.

And remember, on every Western highway leading to San Diego, Shell stations are ready to supply you Finger-Tip Travel Information, State Road Maps, City Maps, In-an'-Out-of-City-Maps, Distance Tables, Auto Cabin Directories, All-Night Station Lists. All these and many other services await you.

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Shell Credit Cards are good as money. Fill out an application blank next time you're in a Shell station.

SHELL TOURING SERVICE

How to Use this GUIDE BOOK

IN preparing the OFFICIAL GUIDE, Program and Souvenir Picture Book of the California Pacific International Exposition, the editors have had two aims. They have tried to present you with a book which will be a pleasant reminder of your visit to America's Exposition in later years. More important, however, they have tried to answer the questions which occur to you before and during the time you spend at the fair.

The OFFICIAL GUIDE is published in two sections—this large, bound, guide-book section and the Daily Program Section which is prepared early every morning and inserted into all copies of the OFFICIAL GUIDE issued during that day. It contains the latest corrected information on the program of events and additional information of interest to exposition visitors.

As you will see by glancing at the table of contents in the next column, the guide-book proper gives general information about America's Exposition; detailed description of what there is to see arranged in the order indicated by the numerals on the map on Page 7; other information useful to fair visitors; a two-part directory. The first part lists every exhibit building and area in the order shown by the numerals on the map and tells what exhibits are to be seen there. The second part lists all exhibits alphabetically. It answers your question "Where can I find it?"

It is suggested that you read, particularly, the short article "How to See America's Exposition." It may help you add additional enjoyment to your visit.

CALIFORNIA PACIFIC INTERNATIONAL
OFFICIAL GUIDE
EXPOSITION
PROGRAM AND SOUVENIR PICTURE BOOK

G. F. WOLCOTT
PUBLISHER

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Photos by John Sirigo, Official Photographer and Eyre Powell Press Service

California Pacific International Exposition

OFFICIAL GUIDE
Program and Souvenir Picture Book

First Edition

Published by G. F. Wolcott. Office of Publication: No. 19 Spanish Village, Exposition Grounds, San Diego, California. Advertising Office: 419 Stock Exchange Building, Los Angeles. Printed in U. S. A. by The Union Lithograph Co., Inc., Los Angeles.

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See Sensationally New
"Standard" PLUMBING FIXTURES
at San Diego Exposition



For the bathroom of your dreams, modern, chaste, beautiful . . . you will see at this exhibit the advanced styled fixtures to perfect your plans.

The Neo-Angle bath with its new safety, convenience and more ample bathing space, all resulting from its two integral seats. The Neo-Line Sink, a beautiful design of flowing curves, is furnished with a marvelously efficient cabinet having revolving shelves. See other fixtures that are also exclusive in design and features. All are available on "Standard" Time Payment Plan.

The Penthouse Group shown here has the Neo-Angle Bath designed for all ages. It provides every bathing facility in the one fixture. The corner pattern is shown below.



Standard Sanitary Mfg. Co.
GENERAL OFFICES, PITTSBURGH, PA.
Division of AMERICAN RADIATOR & STANDARD SANITARY CORP.

"Standard" PACIFIC Plumbing Fixtures are made at Richmond, California.

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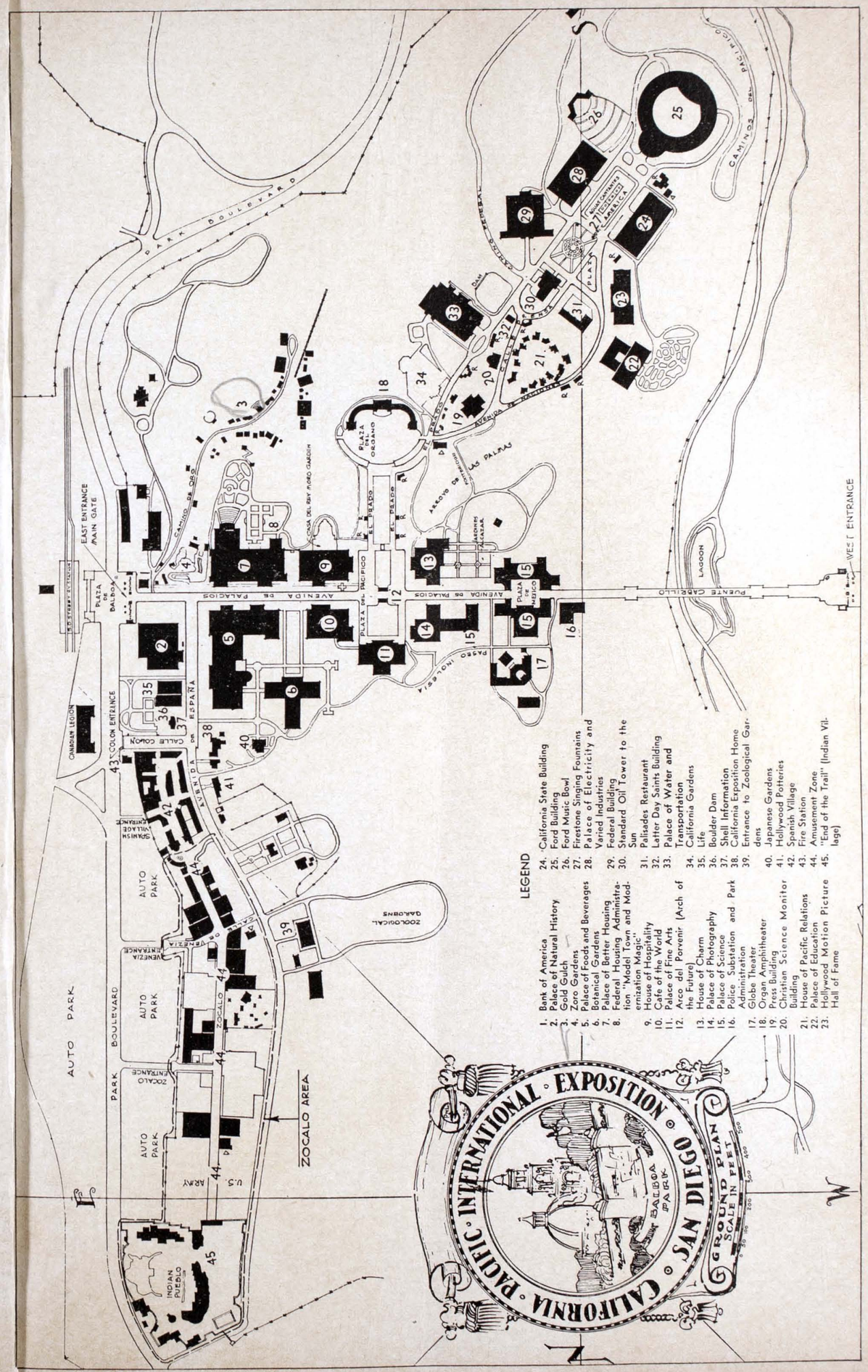
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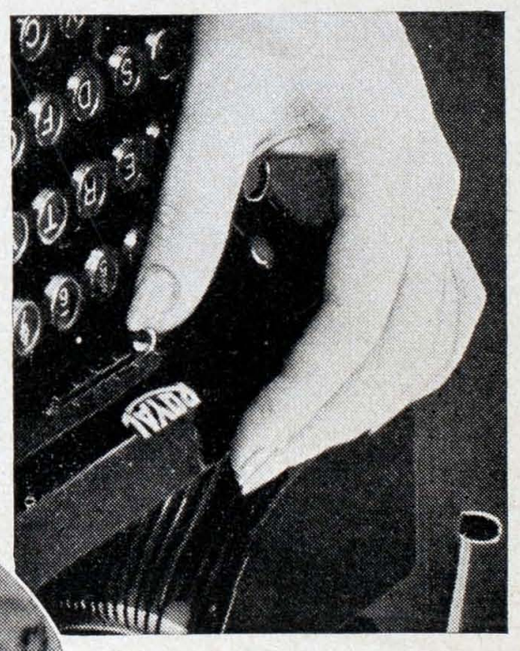


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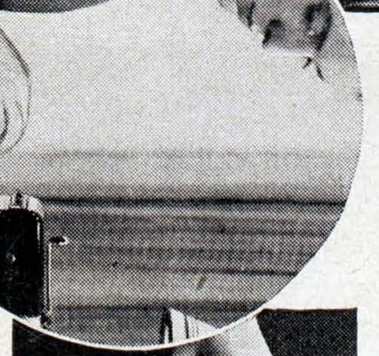
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WRITE WITH EASE ON THE SENSATIONAL NEW ROYAL PORTABLE WITH TOUCH CONTROL!

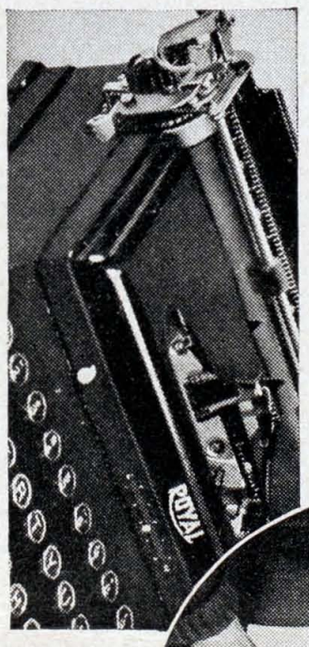
It's a marvel of typing perfection—this New Royal Portable with Touch Control! See it—try it—*know* that here at last is the typewriter for the whole family to use and enjoy!



Merely move the TOUCH CONTROL lever until the tension of the key "feels" exactly right. That's all there is to it! TOUCH CONTROL is exclusive with Royal.



What's this? Smooth, flat black keys? Yes, indeed! Royal's Finger Comfort Keys are scientifically designed to protect the delicate finger tip nerves—to minimize eye-strain!



Notice the keyboard and controls! All adjustments are easily and quickly made from the front. And the keyboard itself is standard 4-banked—and full-sized! No cramping of fingers on the New Royal Portable with Touch Control.

... And isn't it a beauty? Sleek, modern streamlines ... Crisp, ebony-black enamel. Sparkling nickel finish. Its mechanism beautifully encased like a watch—fully protecting it from dust.



FILL OUT THE COUPON . . . MAIL TODAY!

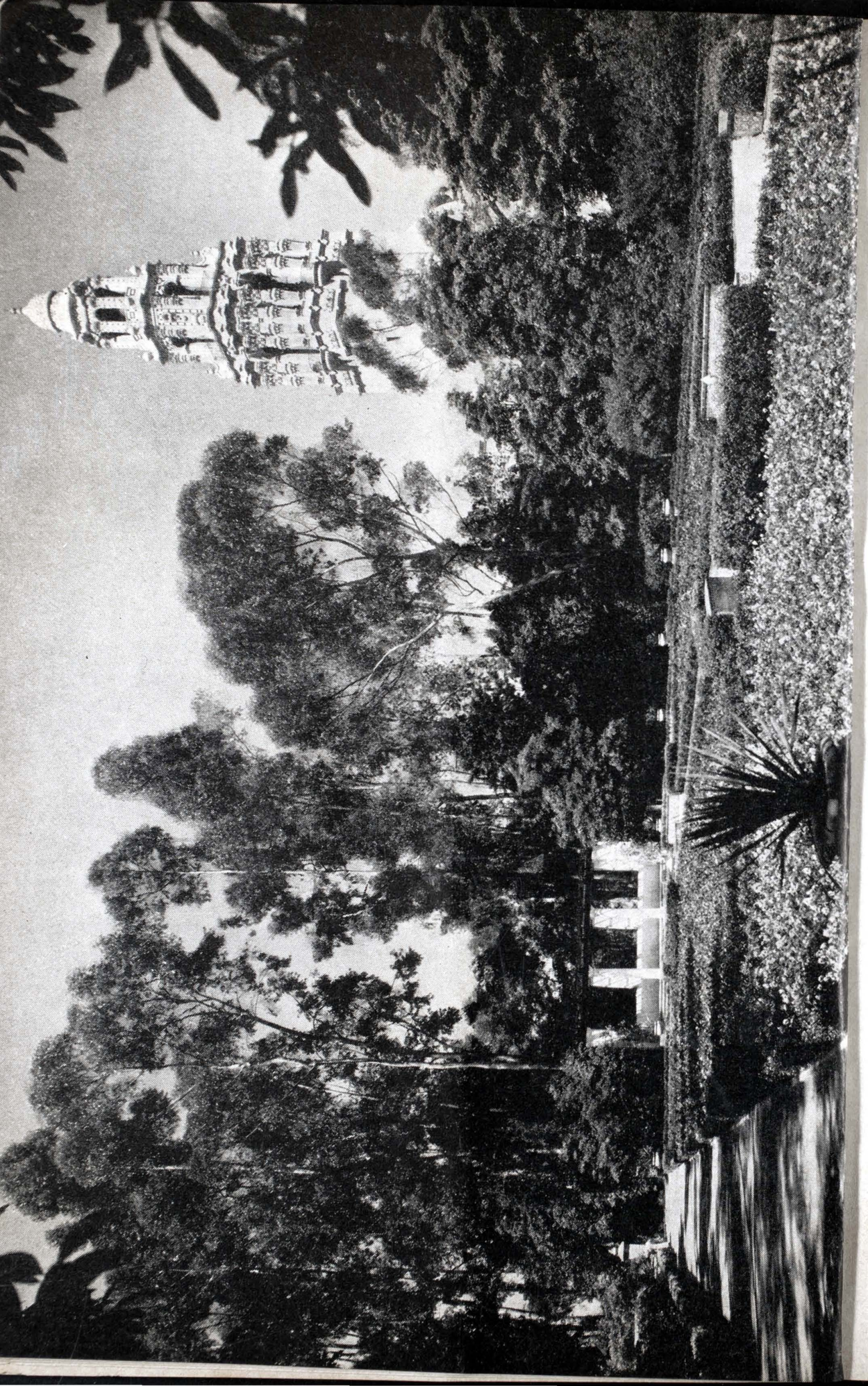
Royal Typewriter Company, Inc.
Dept. CP-5, 2 Park Ave., New York City

(1) Please send me complete information concerning the New Royal Portable with Touch Control.
(2) Please quote me allowance on my Typewriter, Serial Number against purchase of a New Royal Portable.

Name
Street
City State

OWN a New Royal Portable now—you can easily! The price is only $49.50, complete with carrying case. Convenient monthly payments, if desired. See your nearest Royal dealer.

The New ROYAL PORTABLE with TOUCH CONTROL





FRANK G. BELCHER

To Our Guests

HERE in Southern California we have a rich heritage from the gracious days of the Spanish Dons. Hospitality has always been a keynote in our lives.

Here at the California Pacific International Exposition that heritage, that tradition, is part of our duty, a duty that we welcome, for we are proud of our homeland, our city and this Exposition. Many people have worked here to prepare the California Pacific International Exposition for your coming, many people have given their sincerity of purpose, their integrity and the work of their minds and hearts and hands that America's Exposition—1935 might live and breathe and be an everlasting symbol of the new era of greatness of the West.

This book will tell you where to go, what to see and what to do. These words make you welcome, words are inadequate to express our genuine pleasure at having you with us. It is impossible to tell each one of you in person the words of welcome that are in the hearts of we who greet you.

Let me ask you to accept those greetings through the medium of this page. Let me ask you to bear in mind, as you pass through the gates of America's Exposition—1935, that phrase from our Old Spanish days that so truly expresses the welcome that we extend to you, "This house is yours."

FRANK G. BELCHER, *President,*
California Pacific International Exposition

At the left—The Alcazar gardens at America's Exposition. These are a reproduction of the famous gardens of Charles V in the Imperial residence, the Alcazar, in Seville.

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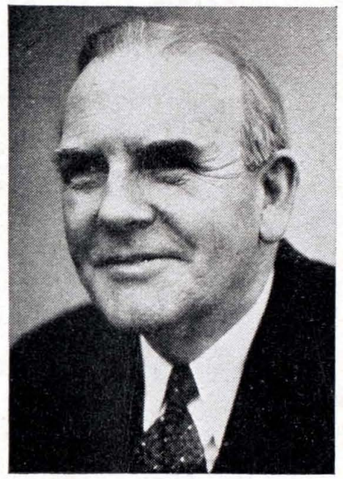
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Vesta C. Muehleisen *Dir. of Educ.*
Harry P. Harrison *Dir. of Admissions*
John Sirigo *Official Photographer*
C. E. Lohman *Director of Pass Div.*



Frank Drugan
Executive Secretary

Built Upon a Glorious Past

Dedicated to

a Glorious Future

THIS is the story of a dream come true. It is the story of building an Exposition. Even more, it is the story of the creation of an empire.

This, America's Exposition, represents not the short ten months that have gone into its building, but the four hundred years that have seen California reach the heights. Fifty years after Columbus made his immortal western passage a hardy Portugese adventurer, sailing for the King of Spain, hove anchor in what was later to be known as San Diego Bay. Since the advent of that soldier of fortune, Juan Rodriguez Cabrillo, San Diego and, in all truth, the entire West has known a forward march that is extraordinary in the history of any country.

From far flung outpost of the Spanish crown, California has passed through a transitory history that has seen it the most northerly possession of Mexico, a brilliant and rich colony of our sister republic and finally witnessed the achievement of statehood in our Union.

To these years that have passed; to Spanish adventurer and Mission priest, to the hordes that came when gold was found in '49 and to the sturdy men and women who carved a great commonwealth out of a raw country; the California Pacific International Exposition is dedicated.

But America's Exposition—1935 looks not too much to the yesterdays of the West. Inasmuch as man may, the creators of this newest world's fair attempt to give the visitor a glimpse, a prevision of what the future holds for the Far West.

Opening, as it does, on the eve of the greatest development program this nation has ever known, the California Pacific International Exposition looks forward to the new West that will be outstanding because of its Boulder Dam, its All-American Canal, its Grand Coulee Project, the great trans-bay bridges of San Francisco and a host of other activities that mark a new era. Water, the eternal white gold of the West, will be brought into areas that are the most fertile in the nation. Agriculture will receive a new impetus. Power will be generated that will bring light and heat to the small remote towns.

Perhaps it is wiser to say that this Exposition is not so much a dedication to yesterday, today or tomorrow but rather a toast, a god-speed to the continuation of an epic that will be written as the years march on.

Tucked away, as it is, in the southwest corner of the United States,

there may be some question in the average mind as to why San Diego should be selected as the site for this Exposition.

The answer is to be found in those yesterdays and tomorrows that have received the dedication. San Diego is the birthplace of California. First and oldest city of the Pacific Coast, it is fitting that San Diego should be the site for this California Pacific International Exposition.

Twenty years ago, in this same Balboa Park, an Exposition was held. It did not have the tremendous scope, the broad outlook of the present world's fair but it was the most beautiful exposition ever held.

Thus America's Exposition—1935 has been born in a spot that gives it charm, dignity and above all a serenity that no other project of this sort has attained. Although only ten short months have gone into the actual work of preparation for this Exposition, the years have prepared the setting for it.

It was a far cry to the mission days of Fra. Junipero Serra to the roaring days of '49. Perhaps there is so little that man knows about his own tomorrows that no past can predicate the future. But, in a land that draws its strength from the everlasting hills, and the beat of a timeless sea, dreams come true and prophecies are fulfilled.

As you walk through these lanes and gardens, through exhibit palaces and scenes of entertainment by your side will walk the shadows of the men and women who have carved a great state out of a wilderness. And before you will walk men and women of youth and vision who see the years that are to come and hasten forward to greet them.

Navy Participation

One hundred and thirty warships and auxiliaries, with 55,000 officers and men, will arrive in San Diego harbor on June 10 to remain until June 30. The great fleet will return for another visit from August 19 to September 1.

A spectacular feature of the arrival and review of the fleet, June 10, will be the flight of 375 naval scouting and bombing planes from the airplane carriers Saratoga, Lexington, Ranger and Langley. The aircraft will pass in review over the flagship of Admiral Joseph Mason Reeves, off Ballast Point, at 10:30 a.m., and then circle the Exposition twice before landing at the Naval Air Station.

Rear Admiral Thomas J. Senn is detailed to the Exposition as aide to its president.

All phases of the work of the Civilian Conservation Corps is vividly presented in a full-floor exhibit in the Palace of Natural History. The exhibit was built by members of the CCC.

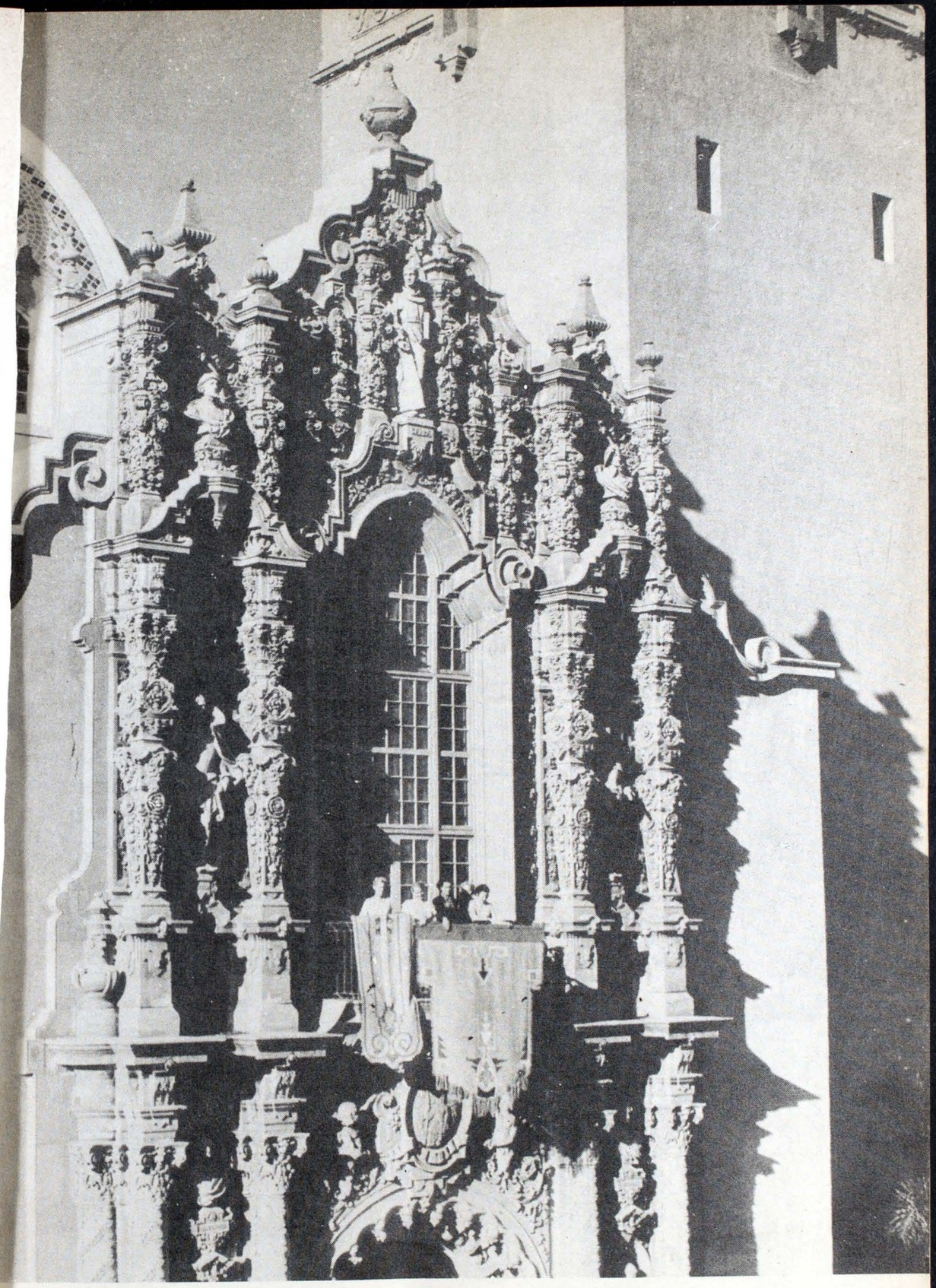
Calendar

OF SPECIAL EVENTS

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION, 1935

THURSDAY, MAY 30—Memorial Day
Parent-Teachers Day (under the auspices of the California Parent-Teachers Association)
FRIDAY, MAY 31—Orange County School Day
SATURDAY, JUNE 1—Shrine Day
School Library Association (under the auspices of the School Library Association of California)
Scottish Rite Women
Fresno Day
SUNDAY, JUNE 2—All Catholic Day
MONDAY, JUNE 3—Disabled American Veterans
Executives' Association
WEDNESDAY, JUNE 5—Golden Wedding Day (sponsored by The Union's True Vow Keeper's Club)
THURSDAY, JUNE 6—Ladies of the G. A. R.
Santa Barbara Day
SATURDAY, JUNE 8—Registered Graduate Nurses Day
Apartment Owners and Managers Day
Hotel Greeters Day
SUNDAY, JUNE 9—Optometrists Day
American War Mothers
The United Commercial Travelers
TUESDAY, JUNE 11—San Diego Army and Navy Academy
Retail Furniture Dealers Day
WEDNESDAY, JUNE 12—Supreme Forest Woodmen Circle
THURSDAY, JUNE 13—Pacific Coast Bowling Congress
FRIDAY, JUNE 14—Daughters of American Revolution
Flag Day
Sons of American Revolution
SATURDAY, JUNE 15—League of California Municipalities
Turnverein Day
SUNDAY, JUNE 16—Calavo Day
National Congress of Naturopaths
International Typographical Union
California Garden Club Federation
National A.A.U. Volley Ball Championship (sponsored by the Junior Chamber of Commerce)
TUESDAY, JUNE 18—San Diego County Development Federation Day
Herbert Hoover Day
WEDNESDAY, JUNE 19—Veterinarians Day (under the auspices of the California State Veterinary Medical Association)
THURSDAY, JUNE 20—National W. C. T. U. Day
Building and Loan Associations Day
Spiritualists Day (under the auspices of the California Spiritualists Association)
FRIDAY, JUNE 21—Photo Engravers of California
Agua Caliente Day
SATURDAY, JUNE 22—Bell Telephone Employees Day
Long Beach Day
Twenty-Thirty Club
Metropolitan Water District of Southern California
National County Treasurers Day (under the auspices of the County Treasurers Association of California)
SUNDAY, JUNE 23—Lions Clubs
Banning-Beaumont Day
Music Makers Day
Imperial Valley Day
MONDAY, JUNE 24—Federation of Women's Clubs Day (under the auspices of the California Federation of Women's Clubs)
TUESDAY, JUNE 25—Federation of Women's Clubs Day (under the auspices of the California Federation of Women's Clubs)
San Diego Electric Railway Company Day
WEDNESDAY, JUNE 26—Christian Endeavor Day
Daughters of St. George Day
THURSDAY, JUNE 27—Ad Club Day (under the auspices of the Pacific Advertising Clubs)
California Pharmaceutical Association
FRIDAY, JUNE 28—National Troupers Day
San Diego High School Alumni
SATURDAY, JUNE 29—National World War Reconstruction Aides
Connecticut General Life Insurance Day
Sciots Day
Neighbors of Woodcraft
Federation of Natural Sciences
SUNDAY, JUNE 30—Collection Agencies Day (under the auspices of the California Association of Collection Agencies)
County Planners Day (under the auspices of the California County Planners Association)
Sciots Day
Pot and Kettle Day (under the auspices of Association Pot and Kettle Clubs of America)
1st Annual Junipero Serra International Marathon Run (sponsored by Combat Post A. E. F.-V. F. W.)
MONDAY, JULY 1—Canadian Day
American Association of University Women
Canadian Legion Day
Canadian Legion Auxiliary Day

(Continued on Page 80)



A typical example of Spanish Colonial architecture at America's Exposition. This is a portion of the facade of the Palace of Science.



—Photo by John Sirigo, Official Photographer

A typical night scene at America's Exposition, showing some of the lovely architecture reflected in Laguna de Espejo.

Put the World in Your Pocket

As you approach the gates of America's Exposition you are amazed at the first impression it gives. There's no "bare-plot of ground" rawness about it. No feeling of forced planting nor harsh newness.

It is as if it has been growing for a thousand years just to become a fitting background for this Exposition and surely there could be no finer setting for a celebration of the glorious future than this, Balboa Park, so filled with the atmosphere of a glorious and romantic past.

What a relief to find no crushed rock underfoot. Old, hard-earth paths wander off through Eucalyptus trees and dense foliage of every sort. And there are flowers, flowers, everywhere—rare California flowers in the domed Horticulture Gardens. Flowers you know and love, like pansies and petunias. Banks of them, ruffles of them, skirting shaded avenues with soft Spanish names.

Blue peacocks strut their fan tails through the Zoological Gardens. In the Plaza del Pacifico, tame pigeons are thick round your feet as in St. Marks Square in Venice. They've been flocking to this Plaza since the grand old Exposition in 1915.

All the permanent buildings of that period embowered in twenty years' growth of shrubbery. Now they *belong*. Of pure sixteenth and seventeenth century Spanish Renaissance period, they might actually have been built so long ago. The new buildings from Zocalo, the glorified amusement zone to the many-ciphered Ford Building, have been built to harmonize in line and coloring. Cleverly-concealed window boxes along roof lines make hanging garden effects to soften modern surfaces.

This is so much more than a fair. It is a moving picture, a real pageant of the progress of our West in four centuries—from covered wagons to transcontinental planes, and it sums up the total progress of mankind.

The very setting is *romantic*. Barred Spanish windows suggest flashing black eyes. "Singing Fountains" change their tinkle-tune with their coloring. Secluded patios are shaded and cool and sweet with flowers.

When you buy a fifty cent ticket, you put the world in your pocket. You will remember it to the end of your days.

Historic Styles Used in Architecture

The architecture of the California Pacific International Exposition is a representation of the famous historic styles of the Pacific Southwest and a development of these ancient styles to conform to modern architectural ideas, especially suited to the climatic and other conditions peculiar to Southern California.

The nucleus of the Exposition is the admirable plan of buildings and landscaping conceived by the late Bertram Goodhue, for the 1915 Exposition, and so ably executed by his associate, Carlton M. Winslow. It is an ensemble of Spanish and Spanish Colonial palaces so beautiful and

perfect in its setting of semi-tropical verdure that the citizens of San Diego refused to permit the buildings to be demolished. Consequently, this idealized concept of a Spanish American city of the seventeenth and eighteenth centuries, in a landscape setting of incomparable beauty, has been maintained for two decades in its original condition of charm and loveliness.

Spanish American Patio

In the center of the House of Hospitality a Spanish American Patio has been developed, suggested by the charming interior garden in the Museum in Guadalajara, Mexico. The main features of this Patio are the arcaded galleries, the large tile central fountain and pool surmounted by a full size statue in limestone of a Mexican woman. Palms, bananas and flowering plants in decorated pots all serve to produce the tropical atmosphere so essential in buildings of Spanish derivation.

Other buildings of the Exposition which vie for interest with the spectacular exhibit palaces are the reproductions of the humble but charming shops and cottages of Spanish and Latin American countries. These groups are best exemplified in the House of Pacific Relations and the Spanish Village. In this domestic atmosphere, the daily life and traffic in our neighboring countries of the South can be visualized.

Buildings Inspired America's Exposition

It was following a recent renovation and restoration of these splendid old buildings that the idea of the present Exposition was conceived.

Richard S. Requa, director of architecture for the Exposition, and the Building and Grounds Committee, under the leadership of G. Aubrey Davidson, president of the former Exposition, first determined that the original conception and purpose must be maintained—historically as well as climatically. New structures and embellishments must be suited to the Southwest as well as to Exposition purposes.

Prehistoric Motif Used

Going much further back in history for inspiration and ideas than was done in 1915, it was decided to adopt the general forms and ornamentation of prehistoric monuments in the treatment of the important new buildings.

The Pueblo, Aztec and Mayan styles can be readily modified and adapted to modern architectural ideas, and yet be so treated with color and landscaping as to bring them in friendly accord with the original group of old Spanish buildings.

Typical Pueblo Structures

The principal examples of this new Exposition architecture are to be found in the Palisades area, and are roughly divided into three groups. Fronting on the north section of the Plaza de America are buildings directly derived from these prehistoric styles. On the west side, the Hollywood Hall of Fame, the Palace of Education and the Palisades Restaurant are all typical of the Pueblo structures of the Southwest.

Aztec and Mayan Designs

Adjoining this group and continuing around the east side are examples of Aztec and Mayan architecture. The Federal Building, suggested by the Palace of the Governor, in Uxmal Yucatan; the Palace of Travel, Transportation and Water; and the Standard Oil Tower to the Sun.

Facing the adjoining section of the Plaza are the Palace of Electricity and Varied Industry and the California State Building, both of which are modern in design but with a decided prehistoric influence in the style and execution of the ornamentation.

Modern Buildings

Beyond the Plaza and terminating the group on the south is the Ford Building, an impressive example of modern industrial architecture. By this arrangement of the buildings, the endeavor has been to show an architectural progression from the most ancient to the most modern architecture, blended, harmonized and suited to the Southwest.

Thanks to the sunshine and benign climate San Diego has the opportunity to supply color and ornaments with living plants instead of architectural decorations, such as perhaps could not be accomplished in any other portion of the world. The embellishments of these new Exposition palaces are supplied to a great extent by living forms, trees, vines, shrubs, fruits, and flowers. They not only rise from the foundations but fall from the parapets and cornices like the famed hanging gardens of Babylonian days.

In addition to the erection and embellishments of new structures, a great deal of study and planning has been given to the general beautifcation of the grounds.

Landscaping America's Exposition

It is fitting that this, America's Exposition, be in the garden spot of America—the spot once occupied by the "most beautiful Exposition ever held."

Twenty years ago barren mesas and desolate canyons were transferred into such a harmonious example of planting design that it could not pass with the end of the Fair. Today the entire design of Balboa Park has been expanded. New roads, paths, bridges, fountains, pools, gardens, shrubs and even gigantic trees have risen in a few weeks' time. With all the construction of new buildings, the planting has been so skillfully designed, the newness softened and concealed by flowers, trailing vines and abundant foliage, that the mellowness of age seems continued everywhere.

You will find here flora from the most common to the rarest varieties, ranging from the exotic brilliance and jungled profusion of the tropics to sparse, sturdy plants from the Arctics. Acquisition during the last twenty years have swelled the list of specimens to thousands. Most of them are plainly labeled.

Even the hurried visitor should not fail to notice some of the spectacular settings and rare specimens. Entering the grounds from the East entrance through the main gate one is met with a profusion of flowers banked along



The beautiful Avenida de Palacios at America's Exposition is lined with exhibit palaces in Spanish Colonial design and myriads of flowers and foliage.

the curbs and buildings of the Avenida de Palacios—petunia beds, borders of fuchsia, begonia, pansies and veneidum. The Foods and Beverage Building, on to the right, is flanked on the East by a group of tropical palms and dracaenas and the spectacular rice paper plant, distinguished by its broad green leaves. Close to its West entrance are two large specimens of the Bunya-bunya tree.

In the lagoon to the West of Foods and Beverage one finds a myriad of water lilies, lotus, water Hawthorne and, of particular interest to the historical minded, Egyptian papyrus. Along the sides of this lagoon as in others in the Park there is an interesting treatment of benches recessed in myrtle hedges. The Botanical Building to the North, one of the largest lath covered structures in existence, contains a rare collection of tropical and semi-tropical plants. A more complete description will be found later in the book.

Famous Gardens Reproduced

The Patio of the House of Hospitality is reminiscent of a similar treatment in Guadalajara. Here stately palm, Cocos plumosa and Phoenix reclinata, strengthen the corners and rise high above the balconies. The gay color of Mexico is achieved through the orange of fragile tuberous begonias, the purple of statice, orange clevia, the yellow day lilies, the dissonance of magenta and orange combined in the chorizema, and the delicate "Lady's Ear-drop" fuchsia.

Below the southern loggia of the House of Hospitality, has been reproduced the most famous of all the small gardens in Spain, the Casa del Rey Moro Garden of Ronda in Southern Spain.

The upper level is a terrace flanked on two sides by pergolas heavy with climbing roses and Bignonia venusta and cherere. From the Saracenic fountain head in a tiled pool, centered between the pergolas, water is carried in conservative Moorish fashion to the middle and lower levels of the garden.

The middle level, which is reached from a path outside the garden walls as well as the balanced stair, features two large beds of the new "El Rey" geranium with agathea which is edged with santolina.

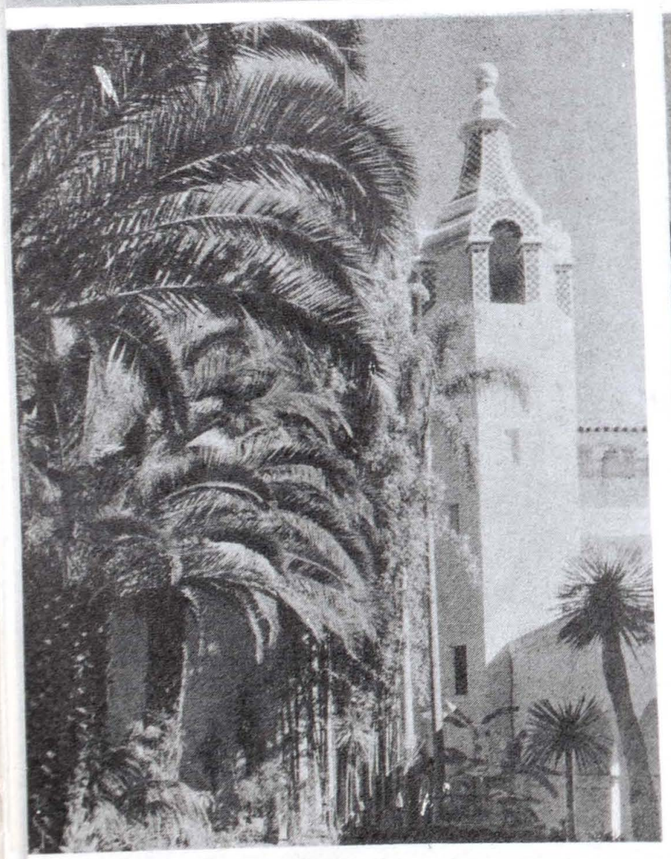
Water lilies, cyperus, roses and viburnums are abundant. The termination of the garden is a well head, framed with Italian cypress and aucuba. Around the pools by the Palace of Fine Arts are Lobelia and Geraniums. A decorative touch is added to the Plaza de Mexico with orange trees in tile boxes.

Alcazar Gardens

Between the House of Charm and the Plaza de Mexico a section of another Spanish Garden of world renown has been reproduced, the colorful garden laid out by Charles V in the Imperial residence, the Alcazar, in Seville. The quaint polychrome tile fountains, plants in colored jars and brilliant beds of flowers are the features characteristic of its original. Until the last of June the square will be ablaze with pansies which will be replaced as the season changes with zinnias, dahlias and chrysanthemums.

In the plaza of the Spreckles Outdoor Organ are two fine new Geraniums—the El Rey, the first true scarlet vermillion variety and the California,







Above—Beautiful Palace of Natural History. Lower left—One of the many beautiful spots at America's Exposition showing a typical detail of the architecture.
Lower right—Shell Information Building.

a new lively pink shade, "California." The planting along the sides includes palms, cocos plumosa, pittosporum tobira, the single pink hybiscus and lovely eugenias at the corners.

Behind the Palace of Education, to the West, is a special cacti collection that will be of great interest to cactus lovers. Here are over a thousand varieties from the largest carnegiea, standing over thirty feet high to tiny baby specimens such as the Opuntias.

Native Trees and Shrubs

Beyond the Hollywood Motion Picture Hall of Fame, which is surrounded with typical desert vegetation, one can see perhaps the finest example of appropriate planting around the California State Building. Here have been arranged most of the typical variety of trees and shrubs native to California, ranging from pines, cedars and citrus to tropical growth. Behind the Federal Building is a wall fountain of native stone softened by shrubbery.

The rarest blooms from the greenhouses and gardens of 14 Southern California nurseries have been gathered together in the big California Gardens.

Dahlia Section

The Dahlia section, under the supervision of the State Dahlia Society contains many varieties of new decorative types, cactus, pom poms, and singled flowered plants. Nowhere can you see finer daisies than those of the Gerbera garden, with the most colorful hybrid and transvaal daisies with extra long stems and large flower heads. Their coloring is unusually bright yet soft. Here also are beautiful plots of petunias and roses. A fountain showers from a decorative fount of lapis lazuli and an enormous rock garden shows the use of every type of California succulent.

Near the Shell Oil Building is a rare specimen that will interest the casual visitor as well as the authority on plants—the Erythrina crista-galli. Coral colored bracts give it the name of coral tree.

Plant life, typical of South Africa is the theme of the rock near the House of Pacific Relations. Here also are some splendid Cryptomeria, Japanese Cedar. The rock is natural to this country.

It is of course impossible to adequately describe the flora throughout the grounds, but those who wish to slip away from the crowds to wander through the many back trails will discover innumerable new varieties.

Night Illumination

Each night as the moon climbs into the sky, it looks down upon the California Pacific International Exposition in beautiful Balboa Park and stares spellbound at a miracle.

Stately exhibit palaces, evenues, gardens, pools—even the fern-strewn recesses of deep and cloisterd glens—stare back at the heavens with an uncanny rainbow lustre.

For the lighting experts of America's Exposition have created the world's greatest nocturnal spectacle in the illumination. Even the stars shine more brightly for the rivalry.

Painting with light rather than flooding with light is the motif so that

Balboa Park stands out in all its natural beauty for nocturnal visitors to the Fair.

The scale of the lighting operations in the 300-acre Exposition area is tremendous in scope. Each tree, shrub and flower has been subjected to minute tests with all various colors of lighting to determine which one is best suited to the surroundings.

Music

Throughout the Exposition period, every afternoon and evening, there will be musical programs. These will take place in the Ford Bowl and in the Organ Amphitheatre.

Besides an Exposition chorus of 500 voices there will be concerts by famous visiting singers. Five Symphony orchestras and the Mormon Tabernacle Choir of Salt Lake City will give a series of programs during the summer. The Ford Motor Company has arranged for national radio broadcasts of these concerts three times a week.

See Ford Music Bowl description and daily Program Section for more detailed information.

How to Reach America's Exposition

As accessible as the daily sunshine which has helped make San Diego famous are the grounds of America's Exposition in 1400-acre Balboa Park.

Entrances to the park are less than two miles from the down town section and direct street car lines border the east and west sides of the grounds. Is also easily and quickly reached by automobile and taxicab.

Cars No. 7 and 11, which can be boarded on Broadway, from the water front to 12th Avenue, unload passengers a few steps from the east entrance. Cars No. 3 and 1, which run from the foot of Broadway to 5th Avenue and then northward, stop a block from the west gates. Fare on both inbound and outbound cars is five cents, the Exposition grounds marking the zone line.

There is constant taxicab service and the fee for trips from the business district to the park entrances is approximately 65 cents. This charge is for from one to five passengers.

Out-of-city and out-of-state tourists will have no trouble finding their way to America's Exposition. Highway 80, entering San Diego from the east, heads into El Cajon Avenue, an eight-lane street which ends at Park Boulevard. By turning left, or south, on Park Boulevard, travelers need to drive little more than a mile before entering the Exposition grounds.

Coming down the coast highway, No. 101, visitors turn left at Broadway to 12th Avenue, then turn left again to the Exposition area.

Automobile parking facilities are plentiful and charges are low.

You may park next to the Exposition's grounds for 24 hours, if you wish, for 25 cents. In other somewhat closer parts of the parking lot, charges will be 35 and 50 cents for any part of the 24-hour period.

There are accommodations for 3,100 cars, with an overflow area which will take care of 1,400 more.

Admission Charges

Admission charges to America's Exposition are 50 cents for adults and 25 cents for children 12 years old or under.

This fee permits the visitor to see all of the industrial buildings and exhibits, including the Palaces of Foods and Beverages; Natural History; Better Housing; Fine Arts; Science; Salon of Photography; Education; Electricity and Varied Industries; Travel, Transportation and Water; State and Federal Building; the gigantic Ford Building and Ford Music Bowl where daily and nightly concerts will be given, the numerous gardens and most other exhibits.

Although gate tickets entitle visitors to admittance to the Spanish Village and the Midway, the individual concessions charge varied prices. You may see America's Exposition for as little as 75 cents, which includes entrance and parking fees, or you may spend several dollars, depending upon how many "extras" you wish to include.

How to See America's Exposition

There are hundreds of things to interest everybody regardless of taste of preference at America's Exposition. You will discover that it is easy to find them and easy to organize your time.

A glance at the map shows you that the grounds logically divide themselves into three sections. First, the Avenida de Palacios, that row of beautiful exhibit palaces on both sides of the main avenue between the East and West gates. Second, the Palisades area which includes everything south of the Organ Amphitheatre. Third, the north section which begins at the Calle Colon and includes the Spanish Village, the Zoo, the Zocalo and the Indian Village.

To make it easy for you to plan your visit, the description of each exhibit building and the area follows the order shown by the numbers on the map. In the same way, the first part of the directory in the back of the book follows this order so it is comparatively simple to decide which things you wish to see most and, if your time is limited, budget it accordingly.

Numbers 1 to 17 are in the Avenida de Palacios section, numbers 18 to 34 are in the Palisades area and numbers 35 and above are in the north section.

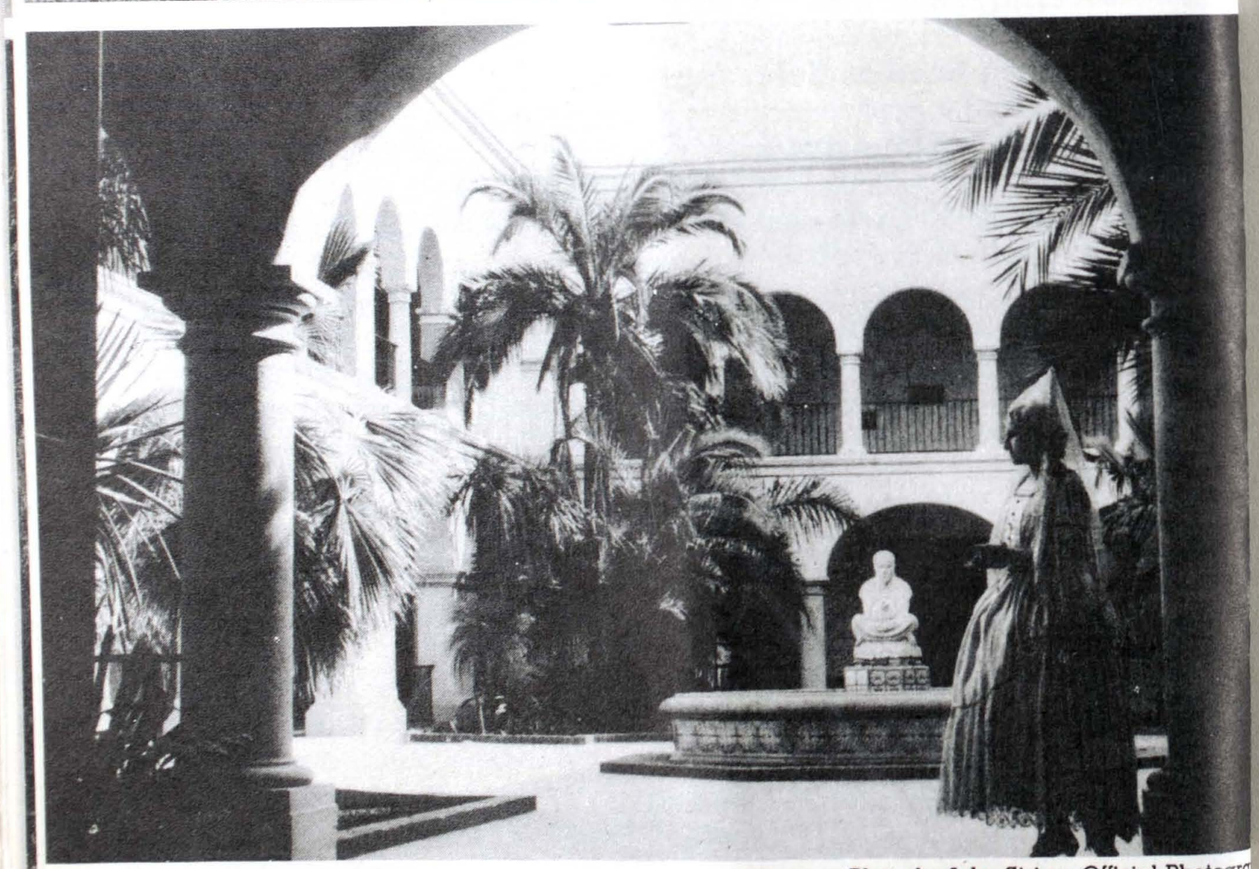
How Long Will It Take?

Visitors constantly ask that question. The answer is, you can take three hours or ten days, depending upon the time you have to spend.

If you must make a hurried trip through the vast grounds it is suggested you start at the main gate and proceed West down the Avenida de Palacios, spending an hour to two hours glimpsing the more than two hundred industrial and scientific exhibits to be found in the palaces that line the long street.

Then turn South from the Plaza del Pacifico and spend an hour among the exhibit buildings along El Prado and the Avenida de Naciones, ending at the Ford Building. A third swing will take you into the Fun Zone to the





—Photo by John Sirigo, Official Photogra

Above—Facade of the entrance to the Palace of Fine Arts showing the magnificent ornamental detail. Below—Patio of the House of Hospitality suggested by the interior garden of the Museum in Guadalajara.

end of the Avenida de Espana. On the Avenida de Palacios just inside the main gate are Gold Gulch and Zoro Gardens. Then follow Avenida de Espana to the Spanish Village and the Zocalo, the glorified amusement section.

This same budget of time may be applied to whatever period you wish to spend on the Exposition grounds, whether it is a matter of hours or several days. Officials estimate that not less than 5 days will be required to see the entire show, spending a day along the midway concessions, a day in the Zoological Gardens, a half day in Gold Gulch, a day and a half along Avenida de Palacios, and the final day, at least, on the Palisades.

Certain features, of course, will attract some persons more than others. Noted architects and horticulturists have been known to spend several weeks in the world-famous Exposition grounds which have been established for twenty years.

How to Find a Place to Stay

Through the official Housing Bureau, with headquarters in the Chamber of Commerce Building, 499 W. Broadway, visitors to America's Exposition can secure immediate information on all vacancies in the city and environs.

Accommodations for 60,000 persons are available in the 200 hotels and 350 apartment houses close to the Exposition grounds.

There are eighty modern auto courts in and near San Diego with a capacity of 5000, three hundred tent cottages in Coronado Tent City and many public camping grounds where water and fire protection is assured.

The steamship Los Angeles, berthed alongside a municipal pier, serves as a floating hotel. Complete hotel and night club facilities will be found aboard.

Railway lines maintain sleeping accommodations on Pullman cars on spur tracks near the Union depot at the foot of Broadway.

Information Services

Many information services are available to visitors on the Exposition grounds.

An official information booth is maintained by the Exposition and answers to any queries will be supplied by calling at the booth. Telephone queries will be answered by calling Franklin 7731 and requesting a connection with the information department.

Information services will be offered by many of the industrial exhibitors, most notable of which is the Shell Oil Company. A gigantic electric road map will be found in the Shell Building on the Midway and attendants will endeavor to supply any other information concerning the Exposition grounds, highways of the state and scenic trips available.

The Federation of State Societies maintains headquarters in the luxurious reception rooms of the House of Hospitality, with guides, informants, directories, telephone books, and every aid to assist visitors in locating friends from home who now reside in California and the Houses of Foreign Relations will be headquarters for foreign guests.

Police officers, official guides and all employees of the Exposition welcome opportunities to aid visitors in supplying any information possible.



—Photo by John Sirigo, Official Photograph

One of many beautiful doorways found in the exhibit palaces at the California Pacific International Exposition. This is one of the entrances to the Palace of Foods and Beverages.

Exposition Stamps

Stamp collectors young and old will be interested in the special government stamps being issued with the imprint of the beautiful California Tower of the Exposition.

Besides the Federal government stamps, poster stamps are on sale in stores, hotels, and travel bureaus—perforated sheets with 25 different picture stamps to a page. These present scenes of San Diego and Southern California in full colors and were designed by John Sirigo, official photographer for the Exposition.

Transportation Within the Grounds

A word to the wise about seeing the grounds. There are *three* ways to get about that save time, money and energy.

1. By those swanky serpentine busses that answer to pretty Spanish names like "La Golondrina." Unobstructed view, deep plush seats, even awnings for decoration. For a meagre dime, these coaches will take you for a continuous ride from one end of the grounds to the other. Stops are conveniently located for access to all buildings and points of interest.

2. For those who haven't all the time in the world the thoughtful Exposition Transportation Co. offers a little Luxury Tour of the entire grounds, lasting 45 minutes, for 35 cents. You can start from either the East or West Gate, at regular intervals. A competent college man explains everything along the way. Besides saving time, you get a general idea of the whole Exposition, the better to concentrate your time on those Exhibits that interest you most!

3. Most *de luxe* of all—step into a pneumatic-tired Roller Chair and have yourself pushed along, *a la board-walk*. You can be wheeled right into most of the exhibits—such a boon to the aged, infirm, or merely tired out or high-heeled.

In Case of Accident

Modern first aid service is always available on the Exposition grounds. In case of accident notify the Exposition telephone operator, if urgent. If possible, apply at the First Aid station just off the Plaza del Pacifico in the House of Hospitality. Trained workers are always on duty.

Dining Facilities

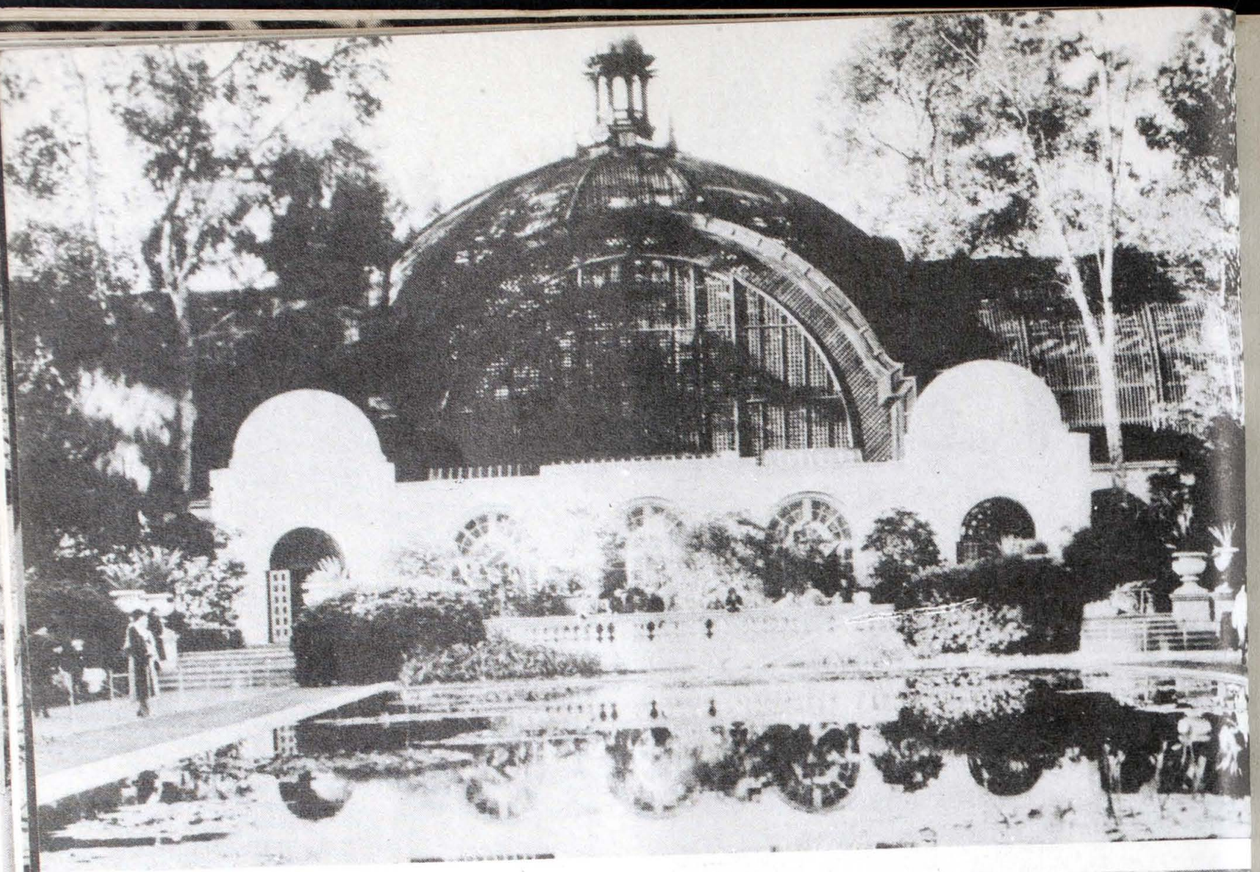
Four big restaurants, that offer the choice dishes of all the world, and scores of novelty foods in as many stands, are available for visitors to America's Exposition.

Largest of all is Cafe of the World, located on the northeast corner of Plaza del Pacifico. It offers a cabaret floor show, rare cosmopolitan as well as standard American food. Seating capacity is 1250.

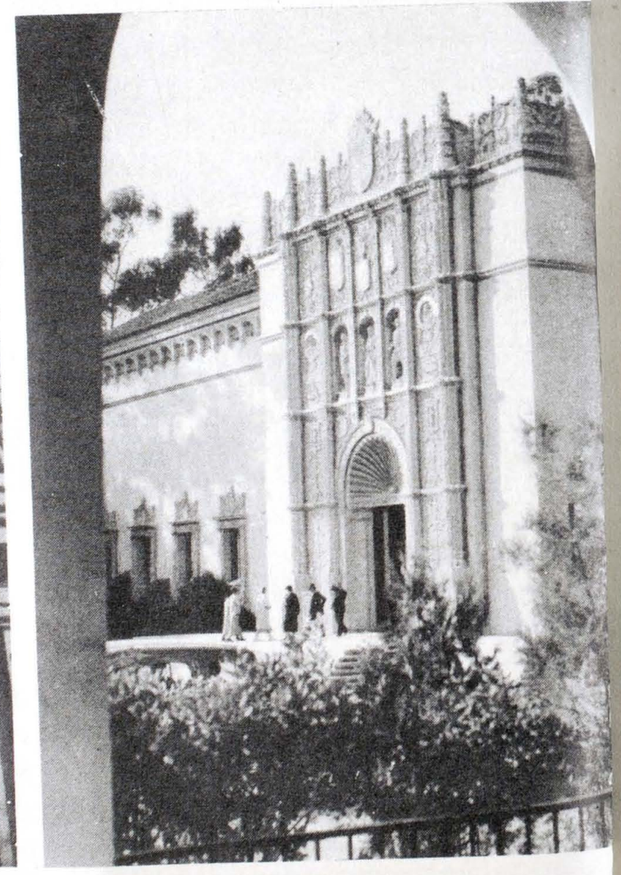
Second in size is Palisades Cafe, between the Standard Oil Tower to the Sun and Hollywood Motion Picture Hall of Fame.

Matching their environment are Spanish Kitchens in the Spanish Village and a big pioneer days restaurant in Gold Gulch, the '49 camp.

Throughout the grounds are tiny stands where choice sandwiches, such as Pigs in Blankets, and many other dainty edibles may be purchased at minimum charges.







Above—View of the world-famous Botanical Gardens at America's Exposition. Lower left—Tablet in memory of Fra. Junipero Serra, founder of the chain of California Missions. Lower right—Entrance to the Palace of Fine Arts.

Buildings and Exhibits

●

Bank of America

Just inside the East Entrance (main gate) is a special building which houses the Exposition Branch of the Bank of America. This branch does a complete banking business for exhibitors and visitors to America's Exposition.

Palace of Natural History

A trip through the Natural History Museum is an education in California fauna, plants, birds, birds' eggs, mammals, marine animals, insects, fossils, gems and minerals—even shells. The Shell Exhibit is the finest in the West. Enormous Tridacna shells of the Great Barrier Reff, richly-hued Cowries, fantastic Wing Shells, marvelously patterned and painted by nature, to exquisite white Olive Shells no larger than a grain of wheat are shown.

All the California animals are intensely interesting, set in replicas of their natural lairs. But the most fascinating thing in the Museum, by far, is the huge prehistoric skeleton of a Duck-billed Dinosaur stretching his 40-foot length to nibble magnolia leaves, three million years ago! And pause for a look at the fossil horse of pre-glacial times, the gigantic turtles from southwest deserts, and the 8-foot Portheus fish, forerunner of the modern anglers' prize, the Tarpon.

Also there is a rare baby whale. A hydrographic map, done in relief, shows the vast floor of the Pacific Ocean.

In all, there are over 397,000 specimens housed here, besides a natural history reference library of more than 60,000 volumes.

The Civilian Conservation Corps also has a display here.

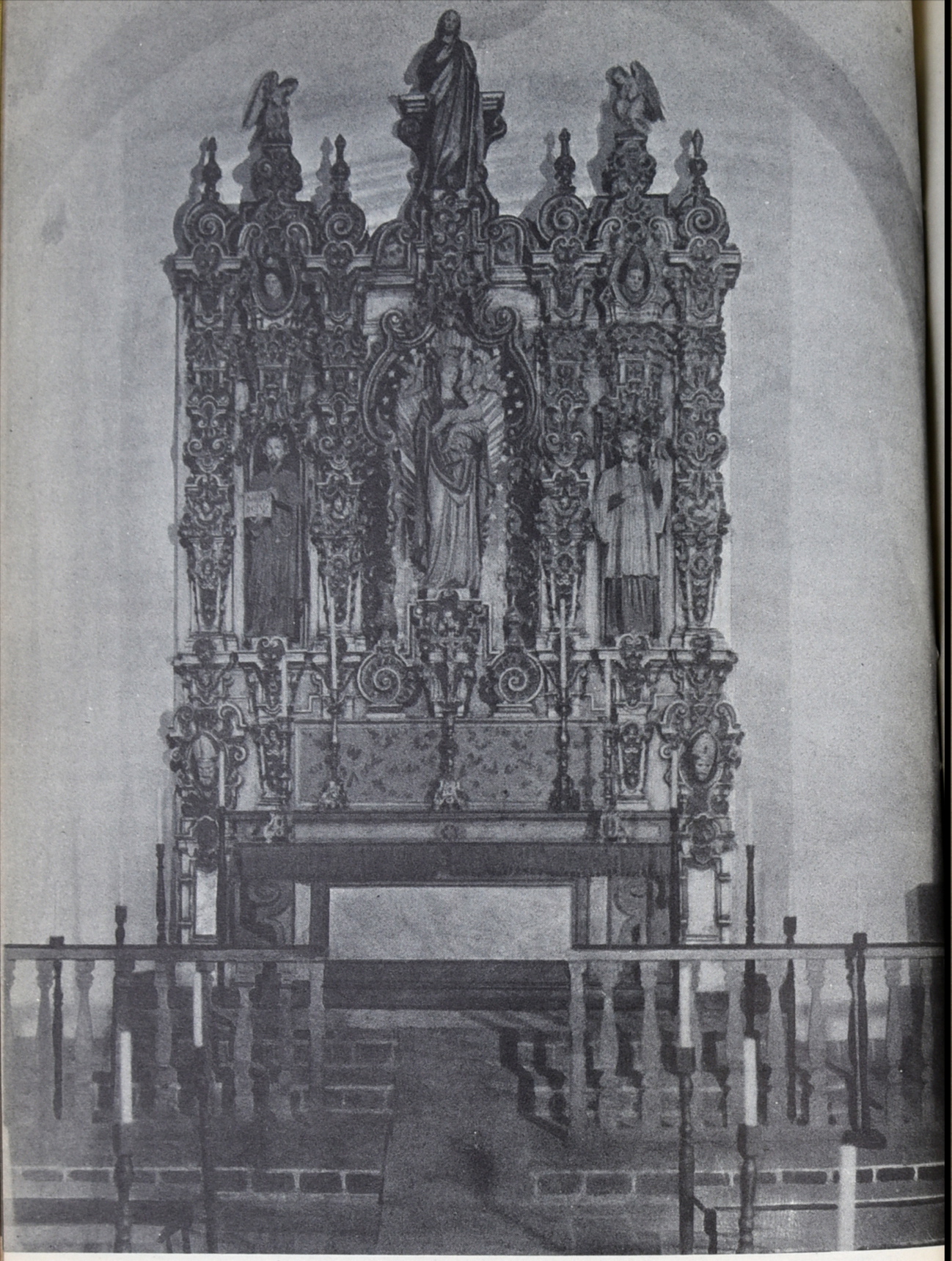
Palace of Foods and Beverages

At the intersection of the Avenida de Espana and the Avenida de Palacios, is the immense Palace of Foods and Beverages. In it is one of the greatest assemblages of food and beverage exhibits ever housed under one roof.

Housewives, all consumers, will be interested in the newest of the new in the realm of food and drink, from trick can-openers to split-lightning bottling operations. There are cleverly lighted and animated "dioramas" of avocado culture, date-growing and the wine-industry. A mature date palm was transported from Indio, California—and will bear fruit inside the Palace. Everything on your dinner table—your coffee, the sugar in it—is illustrated as to habitat and methods of production. The miniature sugar plantation gives a good idea of rural Hawaii.

There's a complete Coca-Cola plant in a brilliantly lighted display. Standard Brands show how they move their foods quickly from producer to consumer. Fisher Flouring Mills repeats its popular 1915 "scone" exhibit.

Challenge Butter demonstrates the work of that great co-operative.



The altar of the Franciscan Chapel in the Palace of Science at America's Exposition. This little chapel is a favorite spot for marriages.

Kraft tells the story of cheese and salad dressings. Eastside has a replica of its brewery.

Calavo Growers demonstrate the fruit that, once only food for the wealthy, is now food for every day. Padre Vineyards shows how wines should be used.

And so on—a great array of exhibits.

And if you see children tugging at parents' hands you'll know they are on the way to the Junket display. There's a miniature ice cream cone there for you, made with the new Junket Ice Cream Mix.

Botanical Building

The Botanical Building and Conservatory are bowers of beauty, with the large kentias, seaforthias, raphis, cocos and other palms, tree ferns, crotons, lilies, begonias, fuchsias, aralias and many varieties of choice ferns.

All these special plantings harmonize with the large groves of eucalyptus, acacias, pines, araucarias, palms, bamboos, and plants of sub-tropical climates provide a setting of horticultural beauty.

Palace of Better Housing

With several government agencies in addition to the Federal Housing Administration emphasizing modernization of old homes and the construction of new ones, the exhibits in the Palace of Better Housing hold extraordinary interest for Exposition visitors.

The Palace of Better Housing is located on the Avenida de Palacios directly across from the Palace of Foods and Beverages. It is the first large exhibit palace on the south side of the avenue after you enter the main gate (east entrance).

Here is exhibited everything to make homes better from the latest in chimney pots to suggestions in landscaping and the selection of building sites.

To those who have a passion for beautiful bathrooms, the display of the Standard Sanitary Manufacturing Co., with the new square tub, will be of special interest.

Furniture, books, draperies, rugs, home decorations, dishes, glassware, mirrors, building materials and household appliances are represented.

The west end of the Palace of Better Housing is occupied by the Exposition Administration.

Federal Housing Administration Exhibit

Out the rear (south) door is the great exhibition of the Federal Housing Administration where a tiny dilapidated village is changed, by clever mechanical devices, to a smart modernized group of homes before your eyes.

Under the name "Modeltown and Modernization Magic," it presents a most complete picture of what the building dollar will buy. Each of the tiny structures, standing less than 3 feet high, was designed by an outstanding Southern California architect.

Plaques on each building tell its advantages and the **exact** cost of con-

struction. Attendants have information on home reconstruction and all details of the government Housing Act.

House of Hospitality

Facing on the Avenida de Palacios and the Plaza del Pacifico is the House of Hospitality. It is the welcome center of the Exposition. From its lovely patio, to its luxuriously furnished interiors it reflects the warmth of western hospitality.

This is the place where visiting notables are received and entertained. It also serves as headquarters for federations of state societies and women's organizations.

Spacious lounges and a roof garden are pleasant spots in which to rest. An auditorium that seats 600 is used for special events.

The patio is patterned after the famous patio of the Museum in Guadalajara, Mexico. In the center is a white Aztec fountain cut from a 1600 pound block of limestone. Donald Hord, sculptor, executed the figure of the seated Indian girl who holds an olla in her lap from which the water falls into the pool below.

It houses, also, private banquet rooms, a bar and the Casa del Rey Morro Gardens Cafe which overlooks the beautiful Casa del Rey Morro Gardens.

Cafe of the World

In the Cafe of the World, adjoining the Botanical Gardens, you can order dishes typical of the various countries of the world, French, Italian, Spanish, Swedish, English and so on. The corner Coffee Shop is open from 7 a.m. to 1 a.m. The main dining room seats 850 guests. It represents a Spanish courtyard with a stage at one side where a continuous show goes on. Dancing from one o'clock on—through the afternoon till after midnight. No cover charge. Two oval bars seventy feet long are presided over by twenty "international" bartenders.

The Palace of Fine Arts

The Palace of Fine Arts, one of the most beautiful buildings on the grounds, is designed in the plateresque style of the Spanish Renaissance.

As you walk toward the massive entrance, a facade of sculptured stone, figures of the great Spanish artists, Velazques, Murillo and Zurbaran, look down upon you from their niches overhead. Inside, in the cool vaulted hallway, California flowers flank a playing fountain and you are in the portals of art.

This gallery holds one of the West's finest collections of painting, sculpture, and other arts, from the old masters to the latest of the modern school.

Tribute for his leadership is due Julius Wangenheim, President of the Fine Arts Society of San Diego.

Reginald Poland, Director of the Gallery and Chairman of the Executive Committee for the Exposition's Art exhibits, has spent ten years building up the gallery. The progress of art in California and the Southwest is shown in one group from the days of '49 to the present.

A special representation features the work of Ammi Farnham and Charles A. Fries, now past 80, who were the first artists here in San Diego.

Present day painters include William Keith, Thomas Hill, and Albert Bierstadt with "Yosemite Valley" from the New York Public Library.

Moderns include the surrealist, Lorser Feitelson, Raymond Jonson the abstract painter, and the internationally-known sculptor, Archipenko. Mr. Aime B. Titus is Curator of Fine Arts for this exhibition.

Among Old World paintings are Rubens' "Holly Family," Cranach's "Saxon Courtier," Zurbaran's "St. Jerome Receiving Heavenly Inspiration," Murillo's "Penitent Magdalene," "The Mystic Marriage of St. Catherine" by the "Master of Frankfort," and others.

One room is devoted to contemporary painting and sculpture. The styles range from naturalism into impressionism, post-impressionism and to those of the present day.

Besides painting and sculpture, there are hundreds of rare pieces of pottery, metal work, craftwork, prints, hangings, stained glass, and a collection of early American glass and old Korean pottery.

Magnificent old tapestries include a rare Gobelin made about 1700 by order of King Louis XIV of France, picturing, in silk and wool, the sacking of the Village of Pfalz.

In a special Decorative Arts Room, all etched-platinum scenic panels by Anton Blazek; decorative hand-blocked and painted fabrics; wood carved panels; hand-made jewelry; book bindings; and a fine collection of ceramics. Elizabeth Sherman is Curator of Crafts and the Children's Departments.

In a group of modern craftwork of particular interest is pottery by Arthur Markham of San Diego; masks by Wm. F. Wilmurt of La Jolla; and glass by Glen Lukens where several colors are skillfully blended and fired together.

Of interest to the younger generation are brilliant circus screens, an armoured knight, a mermaid mosaic bird bath, aeroplane models, Howard Pyle's knight pictures, Virginia Frances Sterrett's colored illustrations from the Arabian Nights, Maxfield Parrish's original painting of the "Entrance of the King" from the "Knave of Hearts."

Throughout the Gallery, the exhibits have been arranged in decorative groupings. Louise Darby has had charge as Director of Installation.

Two worthwhile catalogues are available. One on the Arts of the Southwest; the other on the permanent collections and special loans, Occidental, Old and Modern arts, and Oriental arts.

Plaza Del Pacifico

This great central quadrangle fronting the magnificent Palace of Fine Arts at one end, with the Organ Amphitheatre at the other, is the focal point of the entire Exposition Grounds. In the center spanning the main thoroughfare, is the huge 50-foot Arco del Povernir (Arch of the Future). On each side this arch is flanked with oblong lagoons edged with green shrubbery and flowers. At night it becomes a rainbow of mirrored lights from under-water lighting. In the daytime, a colorful flower mart, gives it the effect of a Spanish street pageant. Beyond the lagoons to the south,







Above—This series of arches is the front of the Palace of Photography. The Palace of Science and the jeweled California Tower are shown in the background. Lower left—Examples of Indian handicraft in the Palace of Science. Lower right—How your own voice sounds is revealed in this exhibit of the Bell Telephone system.

enormous beds of purple petunias, asters and other flowers carpet the Plaza as far as the outdoor organ. Facing the arch is a fine bronze equestrian statue of El Cid, the Conqueror.

House of Charm

On the Plaza del Pacifico, just west of the Arco del Porvenir, is the House of Charm.

Here is a palace of exhibitions of special interest for women. Business women, mothers, homemakers, debutantes and teachers will find this an engrossing place in which to spend considerable time.

Here are housed the exhibits of cosmetic manufacturers, makers of women's frocks, lingerie, gloves and shoes. Manikins model the smartest fashions for women. One section of the building is devoted to a big display of charts on visual education in home economics. A series of lectures will be given in the Hall of Charm on the subject of home economics, with trained experts in the field as speakers.

The foremost beauticians headed by Le Roy Gordon are gathered here to acquaint Milady with everything that is new in their domain.

Palace of Photography

From the thousands of photographs submitted by 31 countries to the Fifth Annual Salon of Photography, over five hundred exceptional prints are being shown in the Palace of Photography that faces the Plaza just west of the Palace of Fine Arts. John Sirigo, President, and Miss Ruth Kilbourne, Chairman of the Salon Committee, directed the contest, with famous California artists and critics as judges. The Salon is the most important photographic event held in the United States this year.

Prizes were given for the best results in the following fields of photography: scientific, pictorial, professional and amateur portraiture, industrial, animal studies, natural color transparencies, and photographic miniatures in color.

A complete store where you can buy the latest type cameras and every modern equipment for amateurs, including the new "fool proof" colored film called kodachrome for small movie cameras is in this building.

The Eastman Kodak Company has a display showing the history and progress of photography from the first box "pin-hole" kodak invented in 1883. An interesting relic is a strip of the first movie film developed by Thomas Edison and George Eastman. In the small Eastman theatre, Cine news events of the fair grounds are shown every half hour during the afternoon.

Every branch of photography has its representative in this important exhibit. Graflex has a display showing the possibilities of rapid-action photography. The Agfa Ansco Company has every type of camera equipment of interest to amateur photographers.

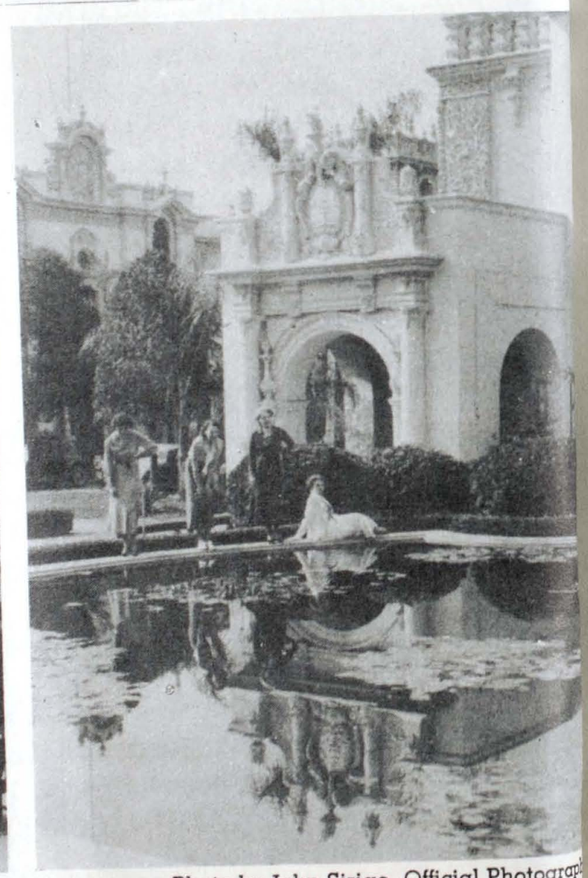
Palace of Science

Beginning at the west boundary of the Palace of Photography, running clear to the western edge of the Exhibit area on both sides of the Avenida de Palacios are the Palaces of Science.

These displays are representative of every branch of science from the







—Photo by John Sirigo, Official Photograp

Above—Heroic bronze statue of El Cid, the conqueror, at the south end of the Plaza del Pacifico. Lower left—Interior of the Palace of Science Museum. Lower right—Mirror Lake by day with the Cafe of the World reflected on its surface.

most abstract of pure science to the latest innovations in the applied sciences.

Immediately adjacent to the Palace of Photography is the section devoted to the applied sciences.

The Bell Telephone Exhibit

In the Northeast forecourt, the Bell Telephone has constructed an exhibit, designed to show the public what happens to its "telephone voice." The exhibit houses the following continuous demonstrations, in each of which visitors will be invited to participate:

1. Hear your own "telephone voice." Few people out of the hundreds of millions who see the telephone know what their voices sound like to those to whom they are talking. Installed here is a battery of instruments that will record your voice, so that five seconds later you can hear it yourself, and thus know how you sound over the telephone.
2. "See" your own "telephone voice."
3. Hear the strange gibberish into which your "telephone voice" is "scrambled" in order to give privacy to trans-oceanic telephone conversations.

Alpha, The Robot

In the west wing is the exhibit of Alpha, the robot—from New York and London. Under the direction of his inventor, Professor Harry May, the 2000 lb. giant of chrome-plated steel armour, 6 feet 2 inches high, performs amazing feats at the mere spoken command.

The monster rolls his protuberant eyes, opens his giant maw of a mouth, and shakes his metallic head ominously. He stands up, sits down, moves his arms, fires a revolver, and answers questions with amazing precision.

Museum Section, Palace of Science

The Museum Section of the Palace of Science is essentially educational, showing the history of man and his cultural growth. This permanent building had its inception at the Panama California Exposition, and was continued as a Museum. Under the directorship of Malcom J. Rogers, it embraces the material culture of early races as well as a complete collection of California archeology.

The Hall of Anthropology collections illustrate the evolution of the human species with life-sized figures of early man from the anthropoid ape through the primitives to modern man. Actual prehistoric skulls bear out the progression. Tools and weapons used during the various periods are grouped according to periods. This is the most extensive biological exhibit collection in existence. It was made by Dr. Ales Hrdlicka of the Smithsonian Institution.

The North American Indian Exhibits include utensils, tools, weapons, ornaments, pottery, baskets, textiles, clothing, and Ethnological collections of the Indians of Southern and Lower California, of the Southwest, of the Plains, of Alaska, of the North Pacific Coast, and of the East and Middle West.

Life-sized figures illustrate primitive industries. Types of aboriginal

villages and their inhabitants have been recreated in miniature.

Central America and South American Exhibits form the most decorative sections of the Museum. The general Mexican Exhibit will cover 4000 square feet of floor space.

The most spectacular exhibit will be the famous Monte Alban jewels, excavated from the ruined temples of that name by the Mexican Federal Government. It includes Burial offerings of curiously-wrought gold and silver rings, necklaces, pendants, altar goblets, and archeological rarities set with semi-precious stones. The collection is valued at a million dollars and is irreplaceable. It is a new find of an ancient civilization called "Mixtecan" which is computed by archeologists to be contemporaneous with the latter half of the Mayan Empire. The rest of the Mexican exhibits, largely modern day craftwork, come from various sections of Mexico, showing baskets, pottery, textiles, carved gourds. Replicas of Mayan monuments, bas reliefs, murals, glyphic inscriptions and temple models from Guatemala and Yucatan. Strange stone "stelae" from Honduras, bronzes, copper and silver work from the Incas and an extensive collection of pottery, sculpture and implements of the earliest Mexican culture are also here.

Polynesia, the Philippines and the Orient are represented.

Antiquities from Tell-el-Amarna, Egypt and implements, weapons, ornaments of Abyssinians and other African peoples are on display.

Archery enthusiasts will find the Joseph Jessop collection the most complete ever exhibited.

The St. Francis Chapel, adjoining, reproduces the interior of a Mexican Mission. The carved wooden altar, overlaid with gold leaf, is flanked on both sides by old Mexican religious paintings. This quaint little chapel has been the setting for many weddings.

The Hoffman bronze group of 58 figures is lent to the Museum by Malvina Hoffman, who spent two years making a collection of racial types in every land.

An historical treat is the famous Wells Fargo collection from the Wells Fargo Bank of San Francisco. Includes a stagecoach that was shipped around the Horn in 1853. Other relics of early California are faded copies of original bills of sale for old gold mines, "prize" nuggets and a complete collection of Colt firearms.

Old Globe Theater

Located at the eastern end of Cabrillo Bridge is the Old Globe Theater, seating 600 persons. This unique playhouse, patterned after the original Old Globe Theater founded in London in 1599, presents abbreviated versions of Shakespearean plays, and also Marlowe's "Dr. Faustus."

The Old Globe Theater players have played over 1500 performances since their initial appearance at the Chicago World's Fair in 1933.

The repertory includes "Macbeth," "The Taming of the Shrew," "Julius Caesar," "As You Like It," "The Comedy of Errors," "King Lear," "All's Well That Ends Well," "A Midsummer Night's Dream" and Marlowe's "Dr.

Faustus." With the exception of "Macbeth," which requires one hour for presentation, each play is 45 minutes in length. There are six performances daily at 2, 3, 4, 7, 8 and 9 o'clock.

On the village green outside the theater are hourly performances of old English country dances. Adjoining the theater there is an Old English tea room.

Organ Amphitheatre (Outdoor Organ)

Daily concerts are to be given at the great outdoor pipe organ—the largest ever built. It contains cathedral chimes, concert harp, drums and cymbals, features which are impossible to incorporate in the largest auditorium instruments.

Press Building

Representatives of America's leading magazines, wire services and newspapers are housed in the Press Building just southwest of the Organ Amphitheatre. Telegraph and telephone wires are kept humming as busy writers describe Exposition occurrences.

Christian Science Monitor Building

International good will is the feature of the Christian Science Monitor Building exhibit. It contains an elaborate historical display and reading rooms.

House of Pacific Relations

Flags of 21 nations of the world fly from the House of Pacific Relations, a colorful cluster of hacienda-type cottages nestled in a foliage-rimmed area north of the Plaza de America.

Floral patios, winding walks, rock gardens and pools make it one of the most attractive sites in America's Exposition grounds. Its welcome atmosphere is symbolic of the spirit to which the section is dedicated—international peace and emity.

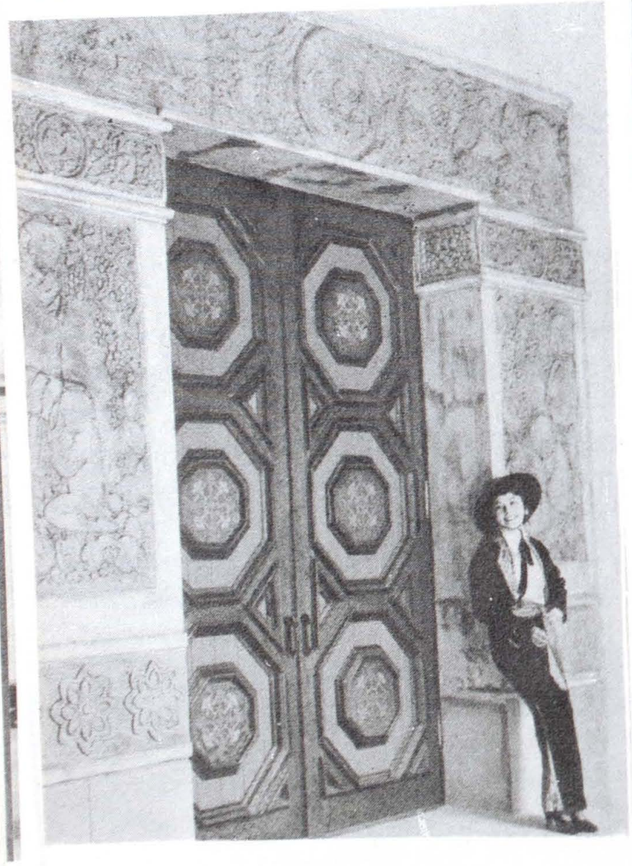
Representatives of each of the 21 nations greet their countrymen there and visiting consular officials make the House of Pacific Relations their headquarters while in San Diego for the Exposition.

It is the aim of the Exposition to make a contribution not only to San Diego, California, and the Nation, but to the world and the cause of International Peace.

To foreign nations these bungalow headquarters have been contributed by the Exposition. The British Empire, China, Czechoslovakia, Denmark, Italy, Portugal, Irish Free State, Sweden, Norway, Yugoslavia, Germany, Japan, and a group of Latin-American nations, including Chile, Uruguay, Panama, Honduras, Paraguay, Nicaragua, and Argentina are already comfortably established in their homes.

During the period of the Exposition, each of the participating nations will provide a two-day program characteristic of its people. Nationwide broadcasts of the programs principally musical will be released on the national networks.







Above—The great Outdoor Organ only one of its kind in the world as seen from a balcony of the House of Hospitality. Lower left—Colorful entrance to the House of Hospitality. Lower right—The House of Charm on the southwest corner of the Plaza del Pacifico.

Palace of Education

"Education for Good Life," which motivates all educational processes, is the underlying ideal expressed throughout the exhibit of the Palace of Education.

Hostesses from the American Association of University Women conduct you directly to the Theme Room, opposite the main entrance. Here in the center of the room is a large symbolic fountain, donated by Professor Frederick Schweigardt (recent winner of the Paris Gold Medal for his "Head of Nitche").

In the rear is a mural portraying the development of education through the ages and its culmination in the well-rounded program of good life—the work of Belle Baranceau. Around the sides colorful dioramas illustrate the four groups of life-essentials, Social, Health, Vocational, and Aesthetic needs and present an allegorical picturization of the seven principal aims of education.

Exhibits in the building have been organized in co-operation with the various divisions of the California State Department of Education.

Exhibits are also made of the following special fields of Education: Social Science, Homemaking, Business Education, Industrial Education, Science, Art, Navigation, Journalism, Library and Materials of Instruction, Education for the Blind, State Colleges, Indian Education, Agriculture, University of California, Education of the Deaf, Vocational Rehabilitation, Civilian Conservation Corps, Special Education, Adult Education, Hobby Display, Visual Education, Physical Education, California State Historical Society, School House Planning and Elementary Education.

Mrs. Vesta C. Muehleisen, Director of Education for the Exposition, organized and developed the theme for the building and exhibits. Dr. Ira W. Kibby, Chief of the Bureau of Business Education, State Department of Education is in charge of State exhibits. Orville Goldner, Art and Technical Director supervised the art work, designs and technical division. Exhibits have been contributed by the National Education Association, Congress of Parents and Teachers, California Teachers Association and the American Association of University Women.

Hollywood Motion Picture Hall of Fame

With everything from Shirley Temple's shoes to the pallette of an Egyptian (movie) Princess on exhibit, Hollywood Motion Picture Hall of Fame presents a unique museum.

Collected momentos from the earliest motion picture to the latest are on view in this big building under the sponsorship of the Screen Actors Guild and Domino Club. Stars and featured players are constant visitors at the exhibit.

All of the material on view was brought here from the production lots of the big studios. There are the two giant cows used in Eddie Cantor's "Kid Millions"; whole scenes from outstanding pictures and a real motion picture sound stage where pictures are actually taken.

California State Building

Over the high main entrance historic murals tell the story of California. To the right of the main entrance is a miniature map showing replicas of California homes and industries in a realistic reproduction of their actual environment. To the left is a relief map portraying the state's water resources and the central valley water project of the department of public works. Directly ahead is a huge model of the San Francisco bay bridges, the longest traffic ducts in the world.

On both sides of a central panel 100 feet long, which surmounts the mid-way exhibit sections, are mural, which emblazon the lore of the golden state since the days of the padres and old missions.

California agriculture, industry, architecture, commence, education, art, communications, highways and the police and military organizations of the state are described in detailed exhibits.

Two hundred feet of wall pictures depicts the triumph of California's advance since the day of discovery by Cabrillo in the 16th century. Gold medallions four feet in diameter swing from the vaulted ceiling.

At night the exterior of the building is bathed in a symphony of color from concealed lamps. The interior is softly illuminated from scores of swinging chandeliers.

No interesting idea or historical incident of importance has been overlooked by Governor Merriam and the department of public works in making the California State building a vast treasure-house of the past, present and future.

The building contains every comfort for visitors. There are information desks, drinking fountains, reception rooms and a model theatre seating 70 persons.

The most significant of all the exhibits is the natural resources display situated on the western landscape of the State building. It reproduces all of the State's resources in an area of 200 square feet.

Ford Building

At the south end of the Plaza de America is the Ford Motor Company's permanent steel and concrete building. This, with the Ford Bowl and the Roads of the Pacific, form the Ford Exposition units—the most elaborate single exhibit of the whole exposition.

Enter this hospitable door and see what is presented for your education and enjoyment. Everything is free. Guides and lecturers will explain everything to you.

In the rotunda is a revolving hemisphere composed of twelve dioramas showing the use of Ford cars in various countries bordering the Pacific. On the walls are twelve additional colored dioramas giving a picture-story of the production of various materials used in the manufacture of the Ford car.

In the main exhibit building your guide will explain how the modern motor car springs from the raw materials of the earth and of modern industry's tireless search for better materials.

Next you will be shown the close accuracy of frictional surfaces as dramatically illustrated in the laboratory exhibits.

As you progress through the three halls in this building your lecturer shows you the principal processes in the fabrication of iron and steel into car parts, the manufacture of spark plugs and ignition wiring, and the processing of soy beans into car parts and oils used in car manufacturing and finishing.

In another section are scientific exhibits, displays of by-products manufactured in Ford industries and dark room exhibits of a stroboscope, X-ray photos, so-called perpetual motion machines, the electric eye and a dozen other ultra-modern industrial devices, including the Johansson blocks, which demonstrate how master gauges are kept accurate to two-millionths of an inch. In this same section is a demonstration by trained mechanics who tear down and build up again a Ford V-8 engine to show its accessibility and ease of maintenance.

In a central location in this hall are displayed three historic Ford cars, including Henry Ford's first car, built in 1893, the first Model A Ford, built in 1905, and the first Model T. in 1908.

Continuing around the hall you find laboratory exhibits as well as displays showing the manufacture of rubber parts, safety plate glass and color enamels.

To your left is one entrance to the patio where you may sit and rest. Around its walls are a rare collection of tropical and semi-tropical trees, flowers and shrubs.

In the center of this patio are an eight-foot basin-fountain and pools over which flow one thousand gallons of water per minute. At night the fountain is flooded with lights from hidden sources in the base.

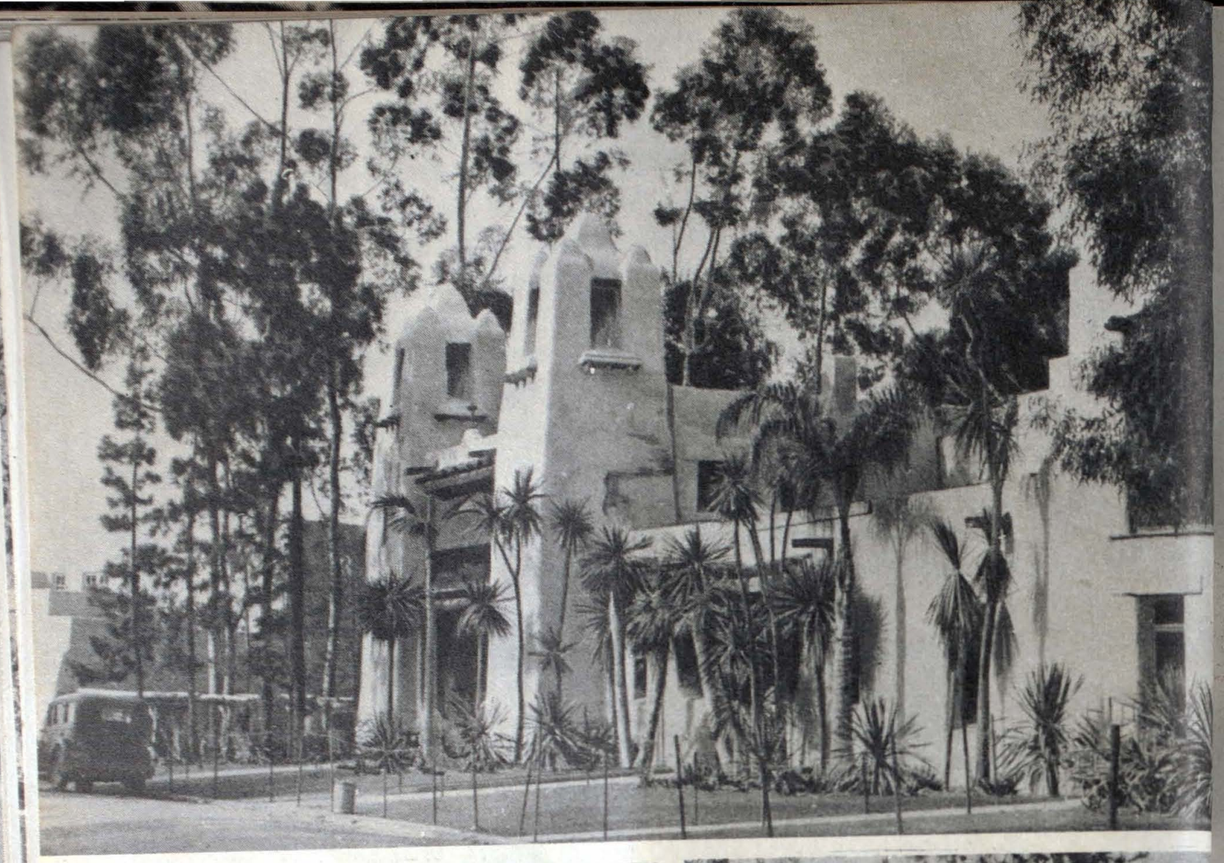
Ford Music Bowl

During eleven weeks of the Exposition, the Ford Motor Company is presenting five famous Pacific Coast symphony orchestras and the Mormon Tabernacle Choir of Salt Lake City, as well as concerts on the newly invented Electronic organ.

This amphitheatre seats more than 3000 persons. Orchestra concerts are scheduled daily, except Monday, from 2 to 4 o'clock in the afternoon and from 8 to 10 o'clock in the evening. The Tabernacle Choir, composed of more than 300 mixed voices, will fill a week's engagement, singing concerts of one hour each afternoon and evening. All concerts are open to the public without charge.

The season opens May 29, with Nino Marcelli conducting the San Diego Symphony orchestra until June 11. Then the Los Angeles Philharmonic Orchestra, Henry Svedrosky conducting, starts a two-week engagement on June 21, followed by the Portland Symphony Orchestra, William Von Hoogstraten conducting; the Mormon Tabernacle Choir; the Seattle Symphony Orchestra, Basil Cameron conducting; and the San Francisco Symphony Orchestra, Alfred Hertz conducting. The music season ends August 22.

The music is broadcast several times weekly by the Columbia Broadcasting System.







Above—Palace of Education, one of the new buildings constructed in typical Pueblo style of architecture. Lower right—Corner of the Japanese Gardens. Lower left—Hundreds of Indians are in the "End of the Trail" spectacle in the Indian Pueblo.

Firestone Singing Fountains

If you first enter the Plaza de America at night, you will make an O of your lips at the surprising beauty of the famous Firestone Singing Colored Fountains. Six misty fountains shoot their jeweled plumes of spray high into the air from a majestic pool 120 feet long by 20 feet wide. These fountains are directly in front of the Ford Building.

The pool is in the center of a large parkway, surrounded by flowers and lawn. Benches surrounding the parkway permit hundreds of visitors to enjoy concerts on the fountains every evening.

These fountains are the only ones of their kind and their interpretation of music with color is a beautiful and inspiring sight.

With certain notes the fountains appear to be plumes of flame and then, as the tone and pitch change, the color in them turns to the cooler shades of green and blue in harmony with the music.

Firestone Exhibit in Ford Building

Also in the Ford Building is the Firestone exhibit which contains a manufacturing unit where the rubber covered clutch and brake pedals for the Ford car are manufactured.

A small toy all-rubber automobile, manufactured at the exhibit, is distributed as a souvenir.

A miniature tire production line displayed shows each machine used in the process of tire construction.

Scientific facts about rubber, including how rubber comes from the tree, how it is treated to become commercial rubber and many novel and little known uses and facts about it are shown.

Roads of the Pacific

As you leave the Ford Building you are given an opportunity to ride, free of charge, in Ford V-8 cars over another unit of the Ford Company's display. This is a pleasant and educational drive over the Roads of the Pacific—exact reproduction of fourteen famous old and modern roads in countries bordering the Pacific which have played important roles in the march of civilization.

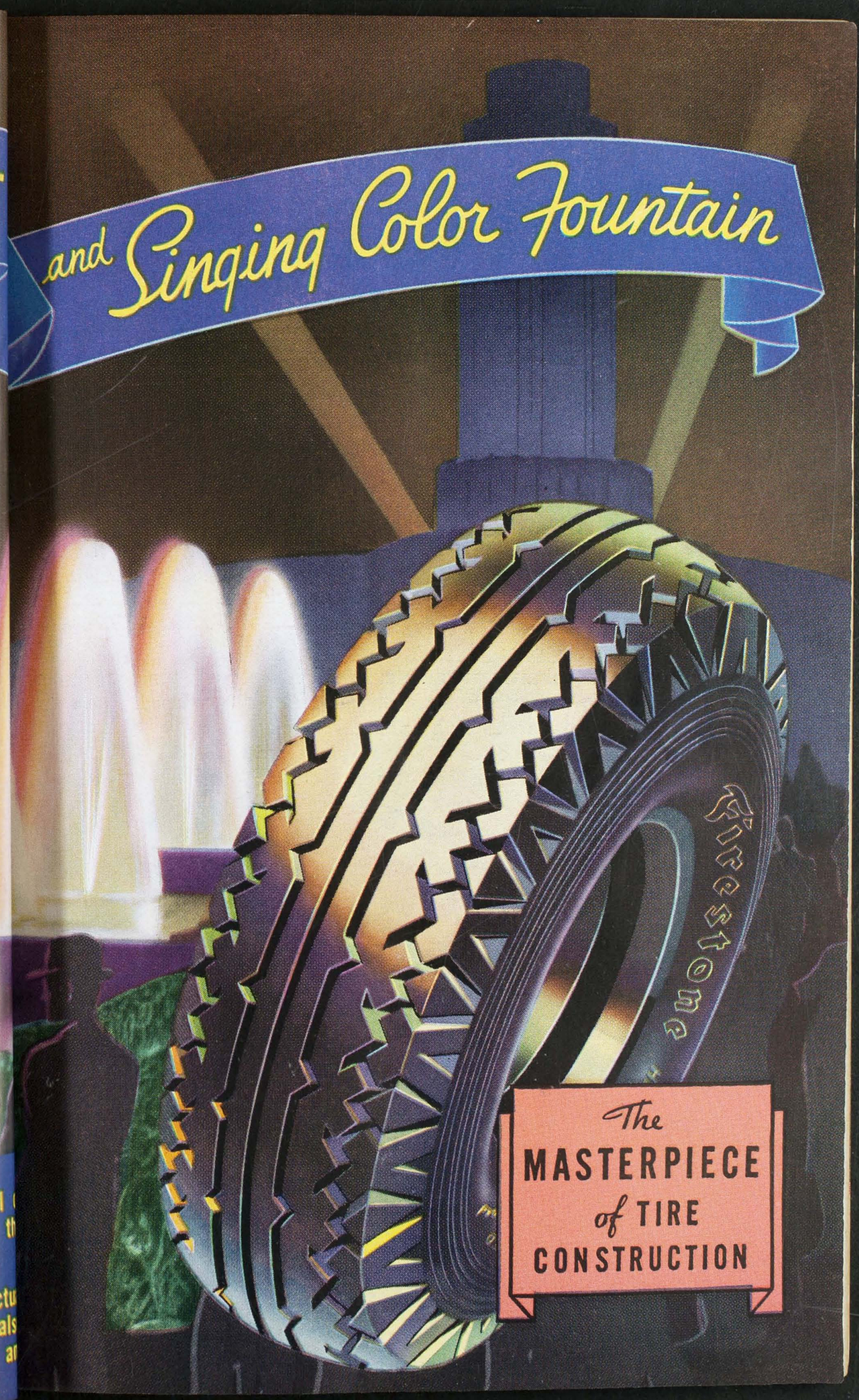
These roads are reproduced in 200-foot sections on the slope of a picturesque canyon which lies east of the Ford Exposition Building. Some of them are shown as they are today, others are reproduced as they were built. Some, such as the Gold Road across the Isthmus of Panama, and the Summer Palace Road from Peking (Peiping), are centuries old.

As you ride along this half-mile long trip you will see the Yuma Road, the Summer Palace Road in China, the Benguet Road in the Philippine Islands, the Inca Highway in South America, the Gold Road on the Isthmus of Panama, the Cariboo Highway in Canada, the Richardson Highway in Alaska, the Oregon Trail, the Tokaido in Japan, the Old Spanish Road in Mexico, the Great North Road in New Zealand, the Western Highway in Australia, the Santa Fe Trail in the United States, and El Camino Real in California.

Visit THE Firestone EXHIBIT and Singing Color Fountain

Located in the palisades, this spectacular fountain is a modern marvel
sound and color. The changing colors in the water are controlled by th
tones of the music — don't miss it.

At the Firestone Exhibit in the Ford Building you will see the actu
production of rubber articles used in the modern automobile . . . als
technical and scientific instruments developed by Firestone chemists a
engineers to demonstrate many interesting facts about rubber. . .



Palace of Electricity and Varied Industries

Pop corn popped with ice, music transmitted over a beam of light and a kitchen that talks—these are a few of the wonders shown in the "House of Magic," one of the featured exhibits in the Palace of Electricity and Varied Industries on the Palisades.

These and many other spectacular experiments with electricity are demonstrated in a 300 seat theatre where lecturers make clear the most intricate details of science.

Other exhibits include a huge model of Boulder Dam, many model rooms showing how electricity can best be used in the home, and a large scale "Electric Farm."

Federal Building

On El Prado, just as it enters the Plaza de America, and just north of the State Building, is the gigantic Federal Building which houses the exhibits of the United States government.

Architecturally this is one of the most interesting of the new buildings. It is Aztec in motif and was suggested by the Palace of the Governor in Uxmal, Yucatan. The main doorway is a reproduction of the doorway to the Governor's Palace.

The activities of more than twenty departments of government are illustrated in the huge array of exhibits.

Of particular general interest is the exhibit which shows the progress of mail transport from pony express and stagecoach mail to present day air-mail and the probable extensions of air mail in the future.

You will want to allot yourself ample time to view this exhibit of the federal government. A special appropriation by Congress made it possible.

Standard Oil Tower to The Sun

Soaring 108 feet into the air at the north end of the Plaza de America is the Standard Oil Tower to the Sun.

Of Mayan architecture, the Tower to the Sun is visible from almost every point within the Exposition area. It is dedicated to the western National Parks.

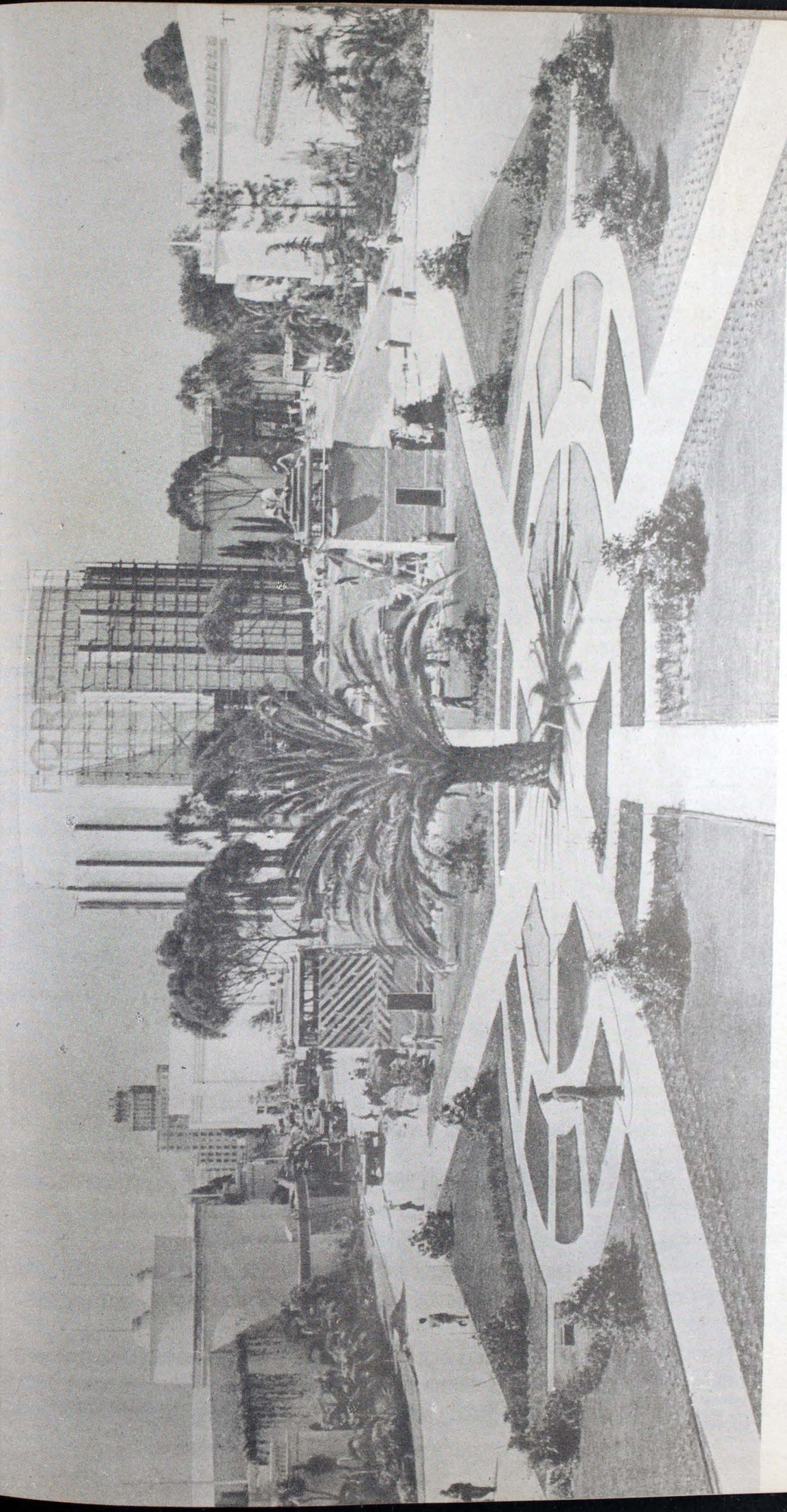
Murals and dioramas depict scenes of the national parks. Other park features are exploited by means of a series of talking motion pictures, open to Exposition visitors without charge.

Latter Day Saints Building

Members of the Church of Latter Day Saints will be able to stop in and visit their own headquarters building on the Exposition grounds. It is located near the Houses of Pacific Relations. An interesting pictorial display shows the history of Utah and the Latter Day Saints Church on Utah Day.

Palace of Water and Transportation

On El Prado, between the Federal building and the Spreckels Outdoor Organ, is the Palace of Water and Transportation. Within are ex-



The Plaza de America—On the right is the California State Building, the
Between them is the Firestone Singing Color Fountains and at
—Photo by John Sirigo, Official Photographer
g, the left, the Palace of Electricity and Varied Industries.
d at the end is the immense Ford Exhibit Building.

hibits which tell the graphic story of the strides made in transportation during the last four hundred years.

The Southern Pacific and Santa Fe Railroads have displays explaining to visitors the workings and the progress of those two nation-wide lines.

One of the principal features is the exhibit of the Los Angeles Metropolitan Water District Company, offering an interesting explanation of its tremendous project of supplying water from Boulder Dam to Southern California cities.

Shell Information

Entirely different from ordinary structures, the Shell Building is in the form of a giant shell nearly sixty feet high. It reproduces in perfect proportions the Shell trademark.

Inside, the Shell Building contains offices decorated with mural paintings of exceptional interest, including the largest electrically animated highway map in the world. A complete staff of experts is on hand to direct all who want information about the Exposition buildings, grounds and exhibits. They will supply road maps for every state in the Union and outline itineraries for all who want to visit the scenic attractions and other cities of the West on their return trips from San Diego. No charge is made for this service.

Two small copies of the beautiful shell have been erected at other points on the Exposition grounds, so that visitors always find Shell information service within easy reach.

Two of the murals inside the building portray the history of transportation in the West, contrasting a wagon train laboriously working its way westward, with today's motor cars and airplanes.

Chief interest, however, centers in the great highway map. This mural, done in perspective with relief effect, reproduces the curve of the Pacific slope from the Rockies to the Pacific, including western Canada and part of Mexico. Highways are marked electrically, the light moving automatically along the road to point out various routes.

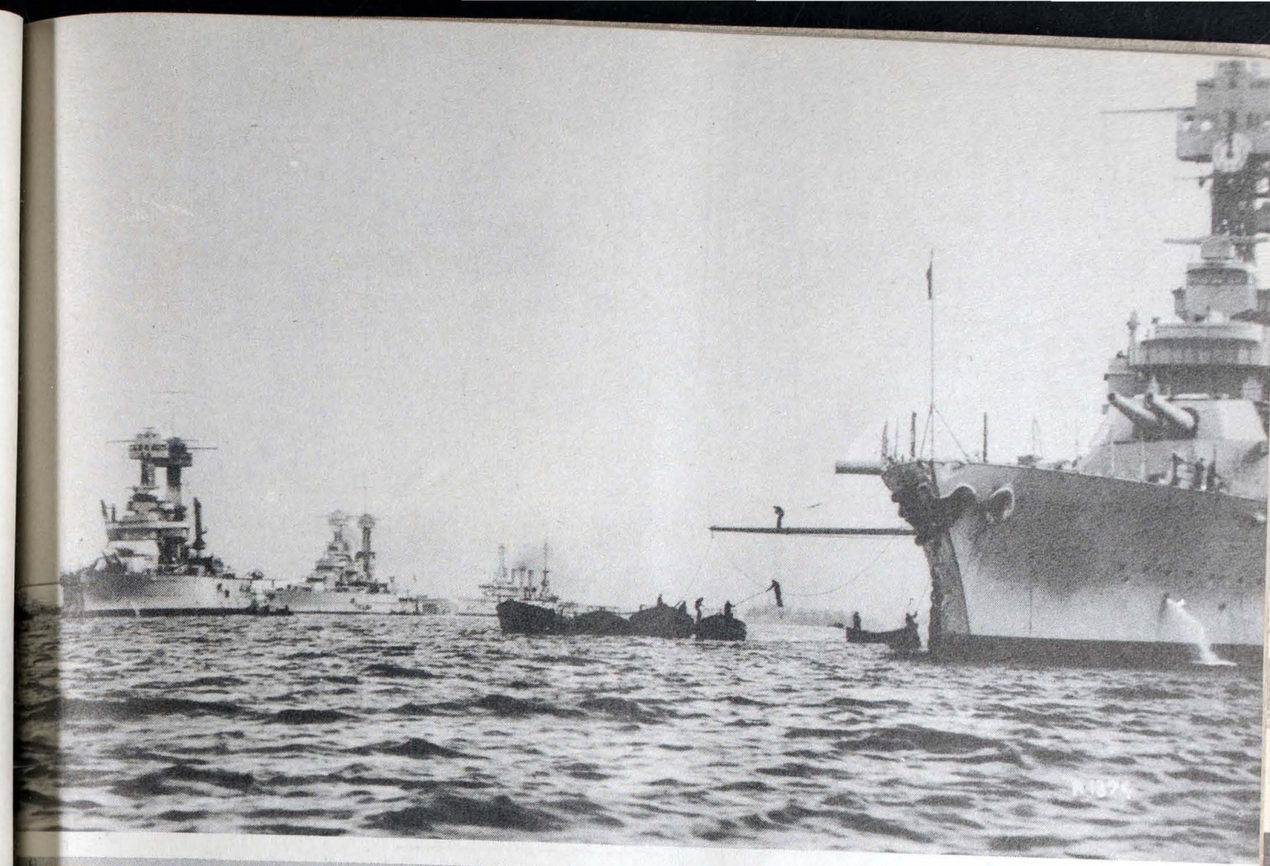
The highway map is thirty-eight feet long and more than seven feet high and depicts fifteen thousand miles of major highways.

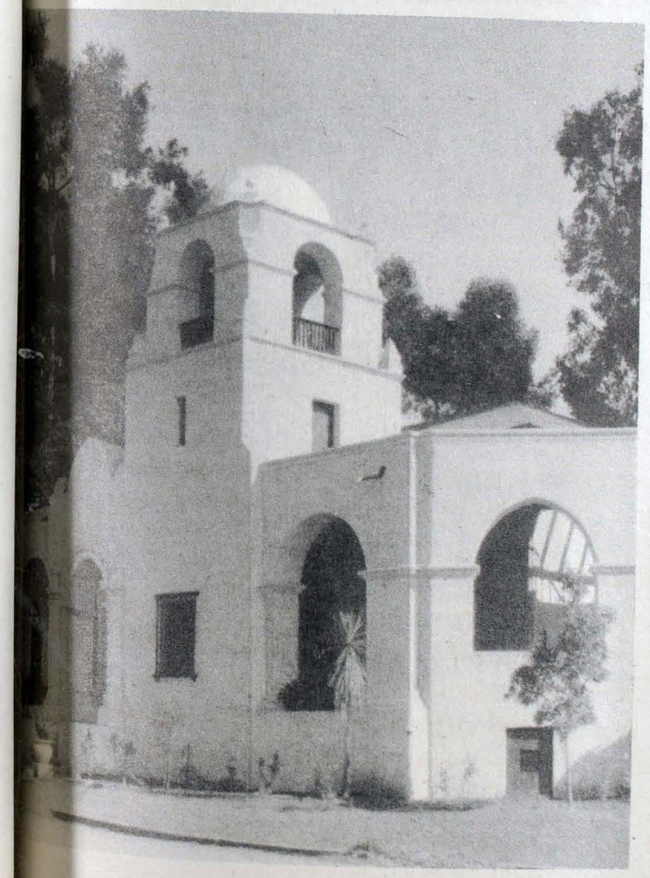
California Model Home

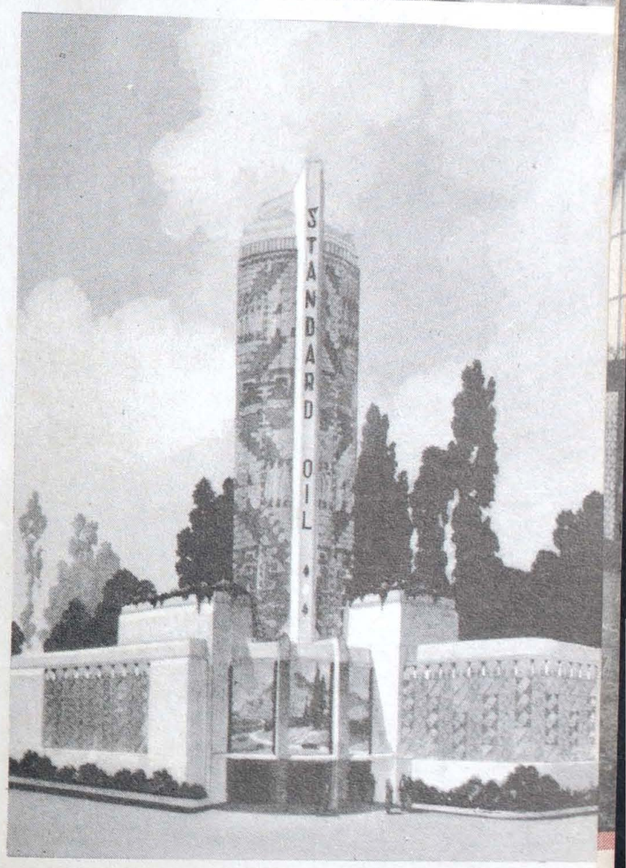
All who have any interest in a home will see one of the most completely equipped and artistically planned model dwellings called the Casa de Tempo on the Exposition grounds. This California Colonial home, of Monterey design, has twelve rooms—five baths, and a two car garage adjoining—and is valued at $50,000 including its beautiful modified Georgian furnishings.

Here is the place to find out about the newest type of structure, roofing, insulation, piping—your every question is anticipated from termite-proof underpinnings to sun-deck furnishings.

The latest examples of the decorator's art are epitomized in the interior. The furniture interestingly combines in Tempo style various pieces. The garden is what every house owner dreams his garden will be some day.

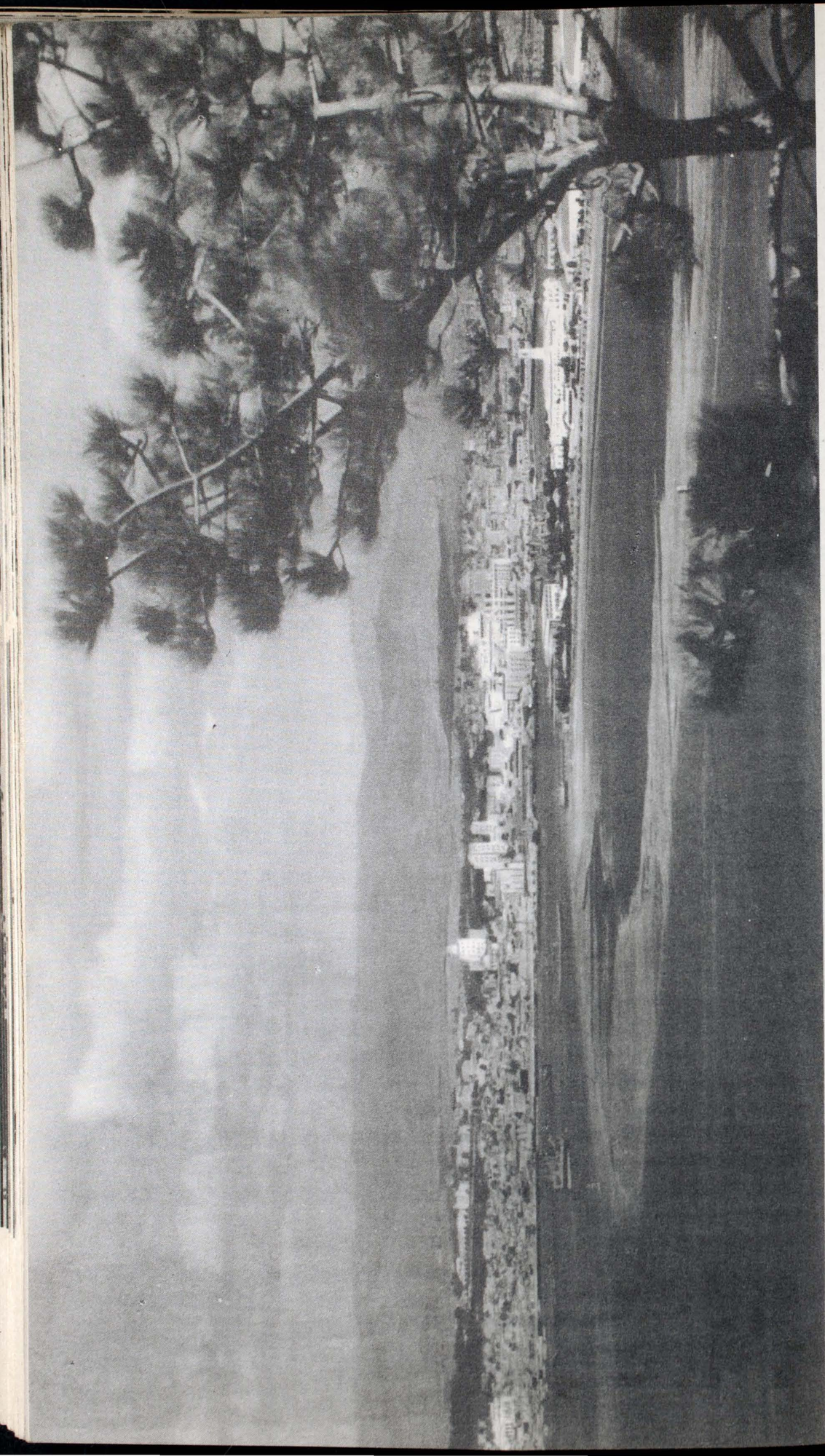






Above Warships anchored in San Diego Harbor. San Diego is one of the favorite ports of the navy. Lower left—the Press Building, headquarters for visiting newspaper men.

Lower right—the Standard Oil Tower to the Sun, dedicated to the National Parks.



America's Exposition City for 1935. A view of a portion of San Diego, as seen from a promontory looking across the bay.

The Zoological Gardens

The great Zoo, whose entrance is just north of the main gate is the best part of the Exposition for the children. Finest Zoo in America, next to the Bronx in New York.

Mrs. Belle Benchley (even the curator is a rare person—**only** woman zoological curator in the world!) says to bring the Young Generation in the mornings, if possible when neither animal or human dispositions are frayed.

At certain hours on the Elephant Mesa, children can ride on burros, ponies, and camels.

Special things to see: Trained seals bouncing balls every afternoon at half past two. The giant tortoise 450 years old, and the new baby one, weighing 11 ounces. Mrs. Penguin-with-her-white-apron. The kindergarten of baby lions and tigers, just weaned. The lambkin pen, with 10 kinds of sheep and goats. The Martin Johnson gorrillas, Mbombo, the reddish, jolly playboy, and Imgagi, the black, pensive "thinker." The pet tapir named Mickey. The 23-foot Regal Python . . . if you like snakes. Rare, fur-bearing sea mammals. Man-of-war birds. Tree egrets, Andean condors, Nubian ostriches, African water buck, American pronghorn antelope and Siberian brown bear.

The two mountain gorillas are the only ones in the world living in a zoo. They are valued at $100,000, and were captured in the upland country of the Belgian Congo by the Martin Johnsons.

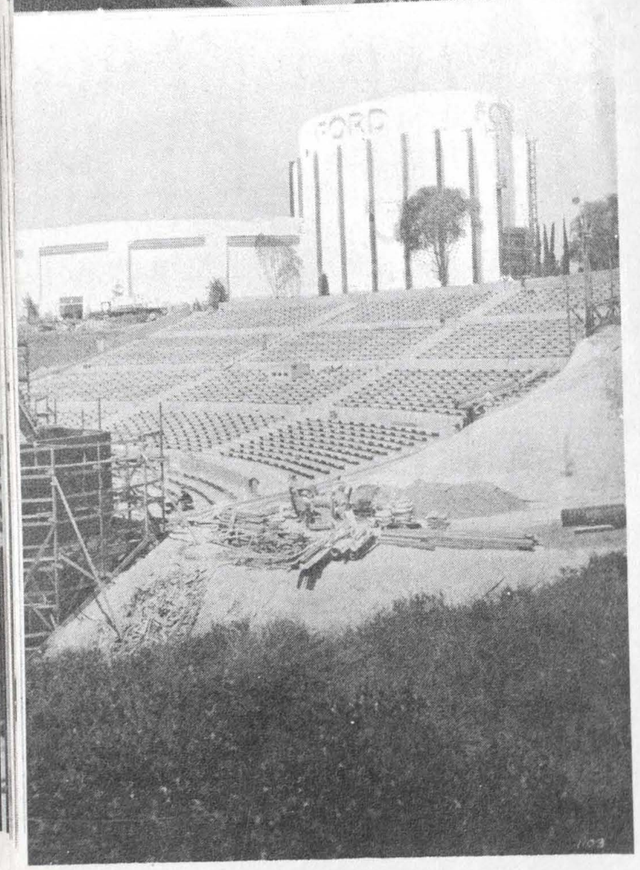
The easiest way to see the Zoo is to visit the cages in the order given: Reptile House, Seal Lagoon (Rare Elephant Seals are shown in this lagoon —the only place in America where you can see them). West of the seal lagoon are the 33 Monkey Cages. North of these are the Parrot Cages, the Turtles and Tortoises. Then the Burrowing Cages where live those noisy denizens—the prairie dogs. East from them are 18 cages of local birds—the Eagles Cage, all the vultures and birds of prey. Then the Highest Aviary in the World—real trees growing in it—and spoon-billed herons, red-legged flamingos and dancing cranes. Next is the Stork Pen where you catch that bald-headed bird at home! Nearby are the Cassowary and Emu Group, the Goose Pond Specimens, Wild Duck Pond. And north of these bird paddocks is the lake of the Sea Lion. Then the White Pelican Pond, Deer Mesa, Peccary Den, and Sea Fowl Pond.

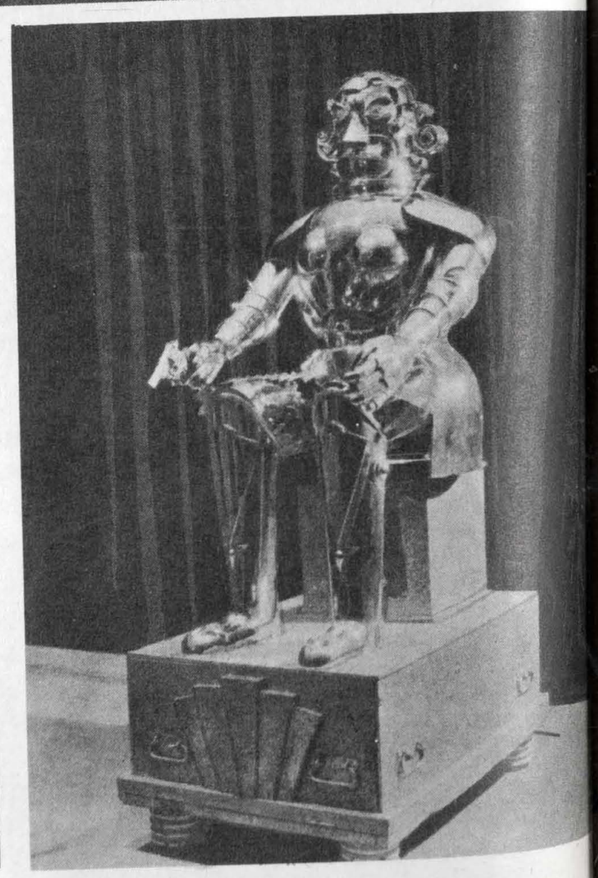
Next visit the simulated jungle where concealed moats protect you as you watch Leopards, Tigers and Wolves, without iron bars to spoil your vision. Eastward is the Crocodile Pond; then the Lion Grotto, the Burro Track, the Camel Compound, Elephant Stockade, and Bear Grotto.

Japanese Tea Garden

For a refreshing, delightful spot, go through the red Torii gate to the Japanese Tea Garden. Red lacquer bridges, dwarfed gardens, trailing wistaria—and little Japanese maids in flowered kimonos who give you a smile with your tea and fortune cakes. Try their new ways with tea—frapped, iced and with fruit, etc. Could **anything** be cooler! And they serve the special Japanese dishes that Americans like.







Above—California Pacific International Exposition, tenders to Yugoslavia its Bungalow in the House of Pacific Relations.
Lower left—Ford Bowl with the Ford Building above. Lower right—Alpha, the Robot, marvelous mechanical man exhibited at the Palace of Science.

Hollywood Potteries Building

California has developed a pottery of its own—that is well represented in the Hollywood Pottery Building. This Pacific Pottery features new colors, glazes and shapes entirely unlike pottery from other parts of the world.

Hostesses will be particularly interested in their new type of dinnerware. It is no heavier in weight than china.

The garden in back is fitted out with a small operating kiln to show how the pottery is made and an old-time potter spins hand-made shapes with old-fashioned potters wheel.

Spanish Village

The Spanish Village houses more than 50 stores, shops and eating places in an atmosphere typical to the smallest architectural detail of a village in Spain.

Among the outstanding exhibits is a small art museum, valued at more than $300,000, which is open gratis to the public. The Linares brothers, European art collectors, have brought several of their rarest works of art. Included are three El Grecos, two Goyas and four Zurbarans.

Another attraction in the Spanish Village is the Miracle Painting canvas, five by seven feet in size, the creation of the artist John A. Servas of Evanston, Illinois.

U. S. Army

Lieutenant-Colonel William H. Simpson is detailed to the Exposition as United States Army attache in command of a picked company of 160 men from the 30th Infantry. They are in the area south of the Indian Village.

In addition to having elaborate anti-aircraft artillery and searchlight exhibits, the Army regulars will participate in ceremonials connected with the Exposition.

On June 19 and 20 the first wing of the army aircraft corp, commanded by Brigadier-General H. H. Arnold, with planes from Hamilton, Rockwell and March fields, will perform spectacular maneuvers in the air. In addition, each week the Army will put on air demonstrations, alternating day and night flights.

Feminine Pointers

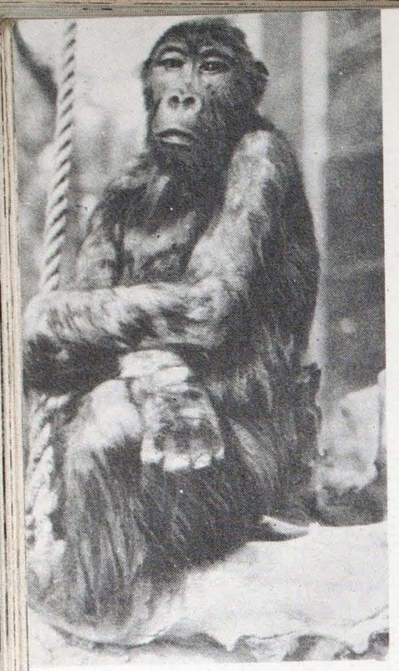
If you're wondering what kind of clothes to bring, here's a word of advice. You'll probably want more sports clothes than anything else, as Californians live outdoors and comfortable informality at all times is the rule. Even for an evening of night-clubbing, you will be proper in a light sport outfit.

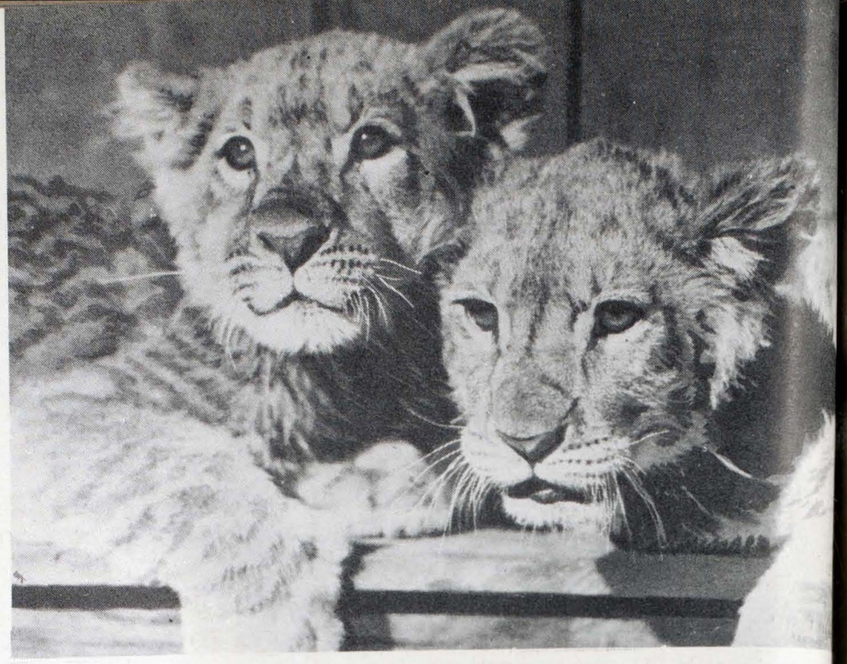
The Zocalo (MIDWAY)

One of the world's greatest aggregations of amusement shows and educational exhibits has been assembled for the giant $1,500,000 midway of the California Pacific International Exposition.

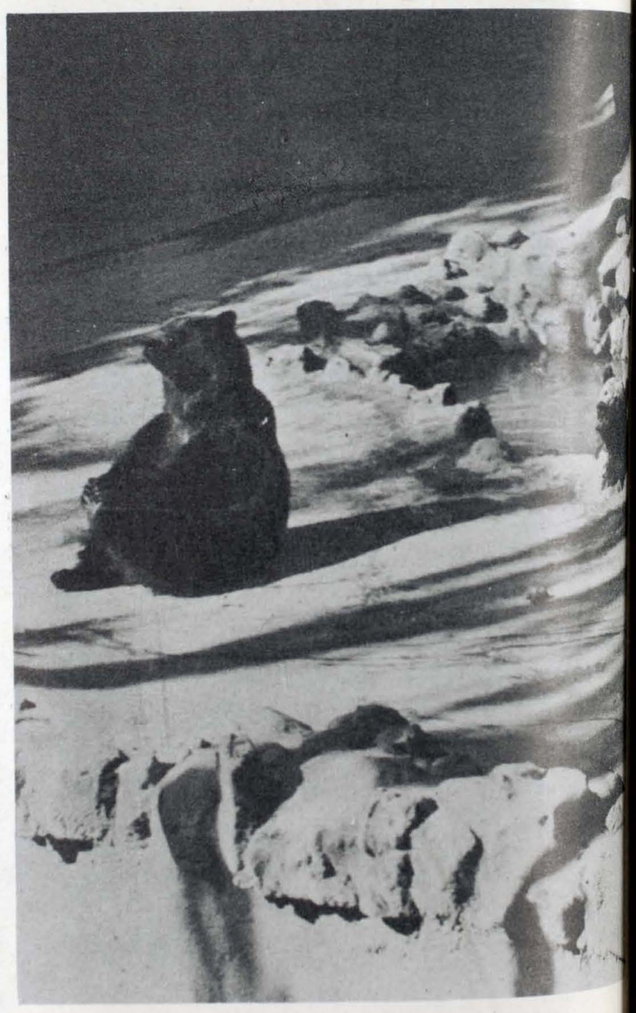
Only the high class shows have been selected for the Exposition's amusement zone.

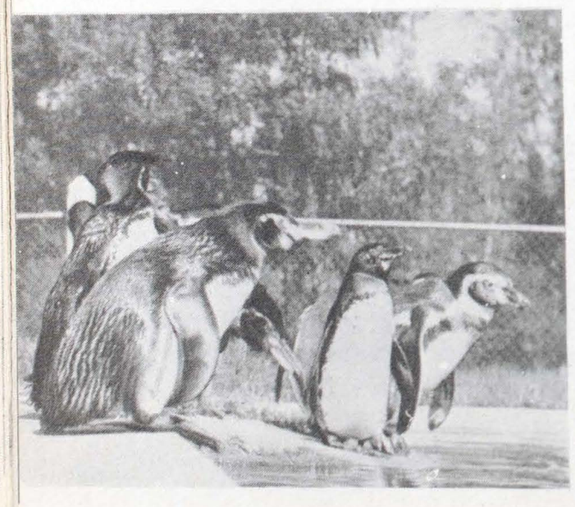
Most of the midway shows front on the Zocalo, the central thoroughfare leading north from the Spanish Village to the northern boundaries of the Indian Village, but there are other great shows located in other parts of the Exposition grounds.











The second largest Zoological Gardens in the world are at America's Exposition.

"End of the Trail"

(Indian Village)

More than 150 Indians, representing 30 different tribes from all parts of the United States, have been gathered together in the kaleidoscopic Indian Village for the gigantic "End of the Trail" spectacle.

Rug weavers, pottery makers, basket and arrow makers, and other skilled artisans from many reservations are here seen at work in the same manner that their ancestors worked hundreds of years ago.

Ceremonials, include the ancient "Sun Dance" and "Snake Dance" of Arizona tribes. Tepees and sunset campfires in a forest scene bordering a lake have been created to give a realistic picture of the days of the first Americans.

In this company are Black Hawk, the famous Mohawk dancer, world traveler, lecturer and expert archer; Jim Thorpe, the famous Indian athlete, winner of hundreds of honors and medals and former football and baseball star; Watah Montezuma, Aztec dancer and descendant of one of the most famous of Mexico's ancient medicine men; Thunder Cloud, nationally known Cherokee singer and dancer, who for four years enacted the title role in the "Lone Indian" radio programs and Willow Bird, son of a famous Pueblo-Apache chief who walked to Washington during the Civil War to plead for his fellow tribesmen whose land was being overrun by white men.

Tat-Sum-Bo, Piute psychic is also featured in this beautiful "End of the Trail" show.

Gold Gulch

(No admission)

Gold Gulch—down a ravine into 21 acres of raw Western mining town country. Stage-coaches rumbling down the narrow roads. All the thrill and excitement of the rip-roarin' days of '49! Aside from the fun of it, it's a faithful "movified" version of the pioneering period by a Hollywood motion picture art director, Harry Oliver, who staged sets for Viva Villa and many swashbuckling films of the Great Old West.

Ten cents for a burro ride, down past the Shooting Gallery, Blacksmith Shop, Horse-shoe ring punctuated with hitching posts and whiskered miners.

Visit the old Stamp mill, assay office, the Bull-Fightin' ring, the Pioneer Dance Hall and old-time bar-room. The Old Mill, with a flume of water to turn the wooden wheel, presses out the best cider you ever drank! And coffee out of a tin cup tastes grand at the Gulch Chuck Wagon—not to mention steam beer by the scupper. The cigar shop has the inevitable Wooden Indian out front. The mighty smithy-at-his-forge turns out rings and medals from horse-shoe nails that delight the youngsters. Step right up, gals, and have your pitcher took, at the tin-type gallery! The boy-friend can be photoed with whiskers, six shooter revolver and ten gallon hat—and be leaning against a burro, if necessary.

Gold Gulch isn't just a show. It's real. It savors of the days of Mark Twain, Bret Harte and John Sutter. You rub shoulders with such characters

as Liminatin Lem, Gopher Joe, Screw Bean Benny and the "spattenest tabeccer spatter" in town which you probably remember in Oliver's "Desert Rough Cuts."

The heathen chinee and the strange characters from the four corners of the world will be there—just as in '49. And you? Well you'll be one o' 'em, stranger.

Zoro Gardens

In an enchanting sylvan dell known as Zoro Gardens, just inside the main entrance, there has been gathered a group of nature lovers composed of more than a score of beautiful maidens and handsome men.

In an open-air kitchen, food, consisting principally of vegetables, is prepared for the members of this semi-religious group who emphasize the beneficial effects of outdoor life. Hidden illuminating devices simulate sunlight and moonlight.

Programs of dances and athletic performances are held both day and evening.

Boulder Dam

offers a more comprehensive idea of the scope and workings of this great project than a trip to the Nevada dam site would give. It is an enormous working model, built accurately to scale, and showing every essential detail. Lecturers simplify the intricate engineering feat so that any one can grasp the problems involved and understand how they were solved.

"Miss America"

Beautiful girls were selected through contests in each state and province of the United States, Canada, and Mexico and brought to San Diego to participate in this final contest for the title "Miss America." Hollywood studios have also sent charming girls to take part in this presentation.

Venetian Glass Blowers

In the palace of the Venetian Glass Blowers are experts from Italy working in the ancient art that has been handed down from father to son since the days of Babylon and mediaeval Venice.

Glass creations are made to your individual order under the direction of Raoul Ranieri, scion of a family long famous in the art of glass blowing. Here, also, is an Italian cafe.

Snake Farm

Reptiles of various descriptions from all parts of the world, including giant pythons from the Malay Archipelago and venomous cobras from East India. The largest specimens are 32 feet long and weigh 580 pounds.

Gay's Lion Farm

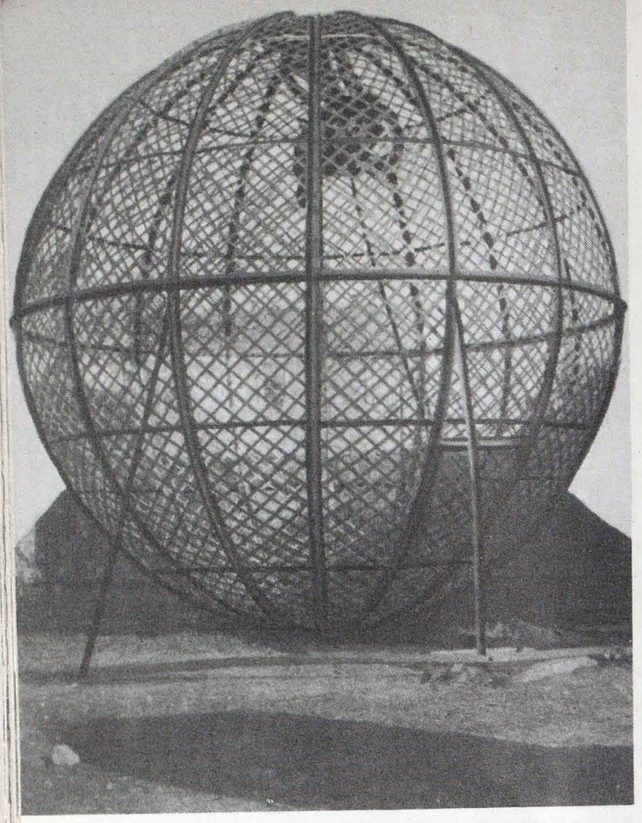
In the famous Gay's Lion Farm, well-trained full-grown specimens of the King of the Forest and lion cubs, many of which have played hair-raising parts in Hollywood motion picture studios, demonstrate their intelligence in a series of unusual performances.

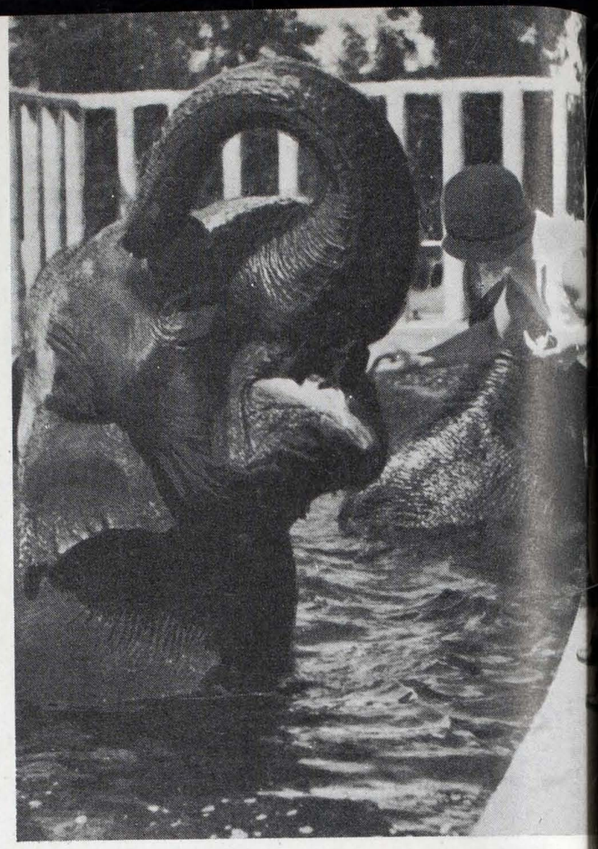




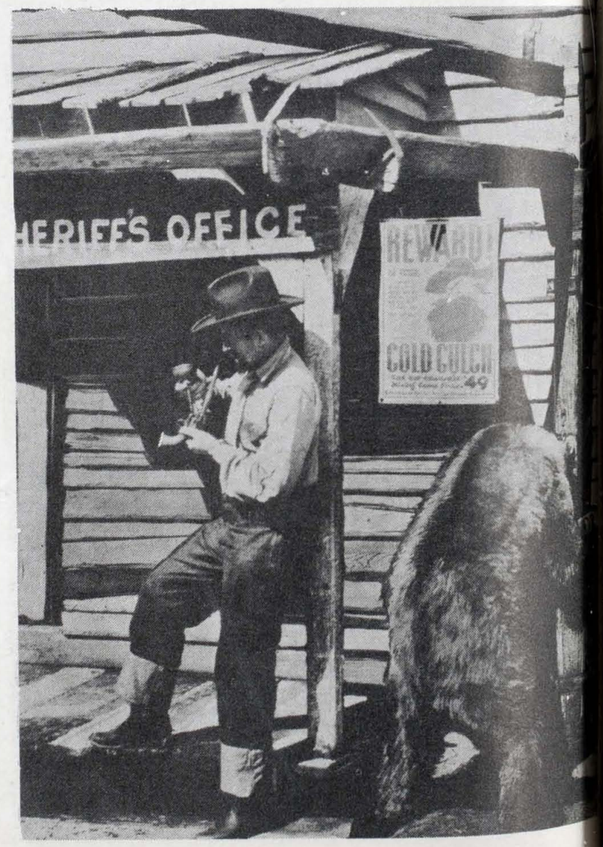


Above examples of Italy's Royal Glass Factory Exhibit. All glassware manufactured at America's Exposition. Glass mosaics imported from Italy.
Lower left—"Miss China," gives an international invitation to America's Exposition.
Lower right—an archway in the Spanish Village.









Upper left—Hollywood Globe of Death, where motorcyclists do aerial stunts.
Upper right—Indian Elephant "Empress."
Lower left—Firestone Singing Color Fountain.
Lower right—Sheriff's office in Gold Gulch, the roaring reproduction of the days of '49 at America's Exposition.

Globe of Death

Daredevil motorcycle riders are featured in the Globe of Death attraction. Inside an enormous globe of latticed steel, daring stunt riders perform motorized acrobatic stunts similar to those done by stunt aviators.

Laff in the Dark

The Laff in the Dark comedy attraction features a tunnel ride—a unique fun feature that is not dangerous. It is constructed on the ground level, not built on trestles or suspended.

Loop-O-Plane

The Loop-O-Plane is an aerial thrill show. The cars are whirled in a wide loop simulating the loop-the-loop of an airplane.

Swooper

The giant Swooper, 65 feet by 65 feet in size, is constructed of a strong steel framework.

It is equipped with 15 cars, seating 30 adults or 45 children.

Toyland Kiddie Rides

This is the delightful pony ride for children featuring the trained little circus ponies from the Harry C. Wooding stables, the Miniature Auto Rides, little seaplanes and the big Ferris wheel. Everything has been designed to insure safety.

Log Rollers Show

Demonstrates the nimbleness of lumberjacks in western timberlands. A huge tank of water contains logs of varying sizes, upon which lumberjacks perform feats of skill and daring.

Days of Saladin

The colorful pageantry of the Third Crusades during the 12th Century is the keynote of the "Days of Saladin" extravaganza which features the educated Arabian horses from the W. K. Kellogg ranch at Spadra, Calif.

Here is depicted the historic friendly meeting between Richard and Saladin, chieftain of the Saracens, when the latter presented Richard with several of his finest Arabian steeds.

This also presents the Liberty drill team starring the famous Arabian horses and the Gaucho mounted chorus of eight beautiful girls who demonstrate the adaptability of the Arabian horse for riding and dance routines.

Midget Farm

Midget Farm presents a model farm establishment built on a doll-house scale.

Here are midget farm buildings, midget poultry and all manner of midget livestock. The little people of the miniature community tend a midget orange grove, the vegetable gardens and fields of midget grain.

Sexsation

The beautiful Sexsation show is an illusion employing the refraction of light to achieve its unusual effects. No mirrors are used. Beautiful girls seem to be floating in moonlit heavens and in mid-air.

Believe It Or Not

Oddities featured in the famous newspaper presentations of Robert L. Ripley are shown "in person" at the great "Believe It or Not" show.

Crime Never Pays

This attraction displays Dillinger's armored motor car and approximately 125 different types of offensive and defensive weapons used by police and outlaws.

Pictures of gangsters, police records, and the latest devices used in criminology augment the exhibit.

The House of Cuba

(Free Admission)

The atmosphere of historic Havana and the storied isle of Cuba permeates the colorful House of Cuba.

Here are a Rumba band, imported directly from Havana and a young lady who taught the Prince of Wales how to dance the Rumba.

Arts and commercial products of Cuba are on display including exhibits of Bacardi rum, Cuban sugar and fine Havana cigars. A tourist information bureau provides information about travel and housing accommodations in Cuba.

Egyptian Village

(Free Admission)

The mystery and romance of the Sphinx and Pyramids hovers over the Egyptian Art Gallery, presented by A & K Arouani, who have art shops in Cairo, Port Said and other cities of the world.

Included in the collection is Egyptian and Syrian works in brass, inlaid silver, wood and mosaic with mother of pearl; also silk, gold and silver brocades of rare design and manufacture.

"Stella" and Lens Wonders of the World

"Stella," one of the most beautiful and most famous paintings ever created, is featured in the "Lens Wonders of the World" show.

"Stella" is unique because of its third-dimensional effect. It is one of very few paintings ever produced in flat colors, possessing no shine or gloss, that has lifelike quality.

In "Lens Wonders of the World" are camera masterpieces of leading camera pictorialists of the world.

It took a twentieth century construction miracle to erect America's twenty million dollar exposition. In less than six months, Balboa Park was transformed into a beautiful labyrinth of buildings, plazas and gardens.

This feat, achieved by the systematic work of a crew of more than 3,000 employees has bewildered even the San Diegans who have seen its progress day by day.

One day a building would be started. Next day, its framework was shooting up. Two or three days later the finishing touches were being added.

Modern science and engineering made this possible. One day you would walk upon a rutted path. Next day you crossed it and it was firm





Two scenes from the "End of the Trail" spectacle in the Indian Pueblo.

concrete. A plot of dusty ground would be supporting beds of flowers surrounded by green lawn a few days later.

Over The Border to Mexico

By taking an enjoyable 20-mile ride from the grounds of America's Exposition, San Diego visitors can glimpse life in Old Mexico—see Tijuana, a typical border town, and Agua Caliente, "America's Deauville."

The colorful Mexican village of Tijuana, with its numerous street stands, drinking emporiums and gaming halls, presents a pleasant contrast to every-day sights. Its adobe houses, dirt streets, and numerous other features which go toward making a border town have drawn sightseers for years.

Five minutes' ride from Tijuana is Agua Caliente, an elaborate panorama of beautiful tiled buildings. A palatial casino, dining room, spa, greyhound and horse racing tracks, make it one of the world's most renowned rendezvous for vacationists and sportsmen.

A "Who's Who" of Hollywood can be compiled from its hotel register. Spacious lawns, high shrubs and trees, with here and there a Mexican with his colored serape across his shoulder, give Agua Caliente an atmosphere never to be forgotten.

The Mexican Government has made this section a free port. Goods from all over the world are imported duty free. American visitors may bring back up to $100.00 worth of merchandise for personal use monthly—and one bottle of certain liquors.

Things To Do in San Diego

Possessed of natural facilities and an even climate found in few cities of the world, San Diego is recognized as a "sportsman's paradise."

The visitor to America's Exposition will find plenty of activity, swimming, sailing, golfing, horseback riding, fishing or attending sports functions. Almost every form of sport is carried on.

Beaches

There are numerous beaches within a few miles of the business district, and, for those who do not care for the rolling breakers of the ocean, San Diego offers its own bay and Mission Bay.

Coronado, Ocean, Mission and Pacific Beaches are 10 miles west of the city and each has a smooth-water bay area within short walking distances. Coronado is reached by ferry, while the other beaches are accessible by regular street car service.

Sailing

Four yacht clubs, the San Diego, Coronado, Southwestern and Mission Bay, conduct year-around schedules of racing. At Mission and Glorietta Bays, small sail boats as well as canoes and row boats are for hire by the hour.

Included on the yachting program for the Exposition months are the Pacific Coast, Southern California and International Star championship regattas which will bring to San Diego harbor fleets of as many as 700.

Golf

A fine municipal golf course is two miles from the business district in the southeast corner of Balboa Park. There are an 18-hole championship layout and a short nine-hole course.

La Mesa, Emerald Hills, Coronado and Agua Caliente Country Clubs are open to players and all are completely turfed with grass greens. La Mesa and Emerald Hills are a short drive through the eastern section of the city. Coronado is across the bay and reached by ferry. Agua Caliente is, of course, across the border.

In addition, there are the San Diego and La Jolla Country Clubs, open to members and guests. The San Diego course is on the main highway toward the Mexican border. La Jolla is 16 miles north of the city. In Old Town, the historic community where San Diego was founded, is the Presidio Hills pitch and putt course, a grassed layout.

Fresh Water Fishing

Fresh and salt water fishing in San Diego county attracts sportsmen from throughout Southern California. The system of reservoirs provide ideal fresh water angling and the season is open until Nov. 1. State licenses cost $2.00, lake permits $1.00, and a boat, if one is desired, 50 cents. Bass, trout, perch and crappie are the most plentiful varieties of fish.

Countless mountain streams annually yield big catches and some of the favorite haunts are little more than an hour's drive from the city. Among the lakes most popular are Sweetwater, Lower and Upper Otay, Henshaw, Cuyamaca and Hodges. Sporting goods stores will supply information.

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Ocean Fishing

Salt water anglers have at their disposal several barges anchored a few miles offshore near the kelp beds and a big fleet of live-bait boats which make daily excursions into Mexican waters. Prices for trips on these vessels range from $1.50 to $3.00, and Mexican licenses, when those waters are invaded, cost 50 cents. Bait is provided without extra charge and all craft have modern accommodations. Barges accommodate overnight parties and several companies hire out speedy live-bait boats to parties also. See daily program section for other information.

Horses

Numerous riding academies in the district have horses for hire by the hour. For those who prefer watching others do the galloping, there is the race meeting at the Agua Caliente Jockey Club and weekly polo games in Mission Valley. Mission Valley is within the city limits, a short drive from the Exposition grounds. Shell information will give directions.

Mission San Diego De Alcala

One of the things which visitors to San Diego will wish to see is the Mission San Diego De Alcala. This is in Mission Valley, 6 miles from Old Town, San Diego. The Mission was founded July 16, 1769, by Fra. Junipero Serra. It was restored in 1931 and contains an interesting mission exhibit.

Pilgrimage Play

While fair visitors are so near Los Angeles, many will want to see the beautiful Pilgrimage Play, of the Life of Christ. Endorsed by the Clergy of



all sects, this authentic and reverently-produced play is to be staged in a picturesque amphitheatre in the foothills just opposite the Hollywood Bowl; its natural scenery strikingly resembles that of the Holy Land.

Enacted in the stillness of the night under the stars, by a cast of more than 100 celebrated actors, with a great choir and marvelous color effects (the costumes brought from Jerusalem) this is a spectacle-drama to see "once in a lifetime."

The Pilgrimage Play opens July 11 and runs through August. Information and tickets at all tourist agencies, larger hotels and at information booths on the exposition grounds. Main ticket office and Theatre is at 2580 North Highland Ave., Hollywood.

Hollywood Bowl

Hollywood Bowl will open its fourteenth season of Symphonies under the Stars July 16 and will present 32 nights of symphonies, ballets and operas in concert form.

Willem Mengelberg, celebrated Dutch conductor, will open the Bowl season and remain for ten concerts. He will be followed by Bernardino Molinari of Rome, Jose Iturbi, dynamic Spanish conductor, Ernest Schelling of the New York Philharmonic and Otto Klemperer, distinguished conductor of the Los Angeles Philharmonic.

Eight ballets, four operas in concert form including "Aida" "Traviata," "Lohengrin" and "Eugene Onegin" are scheduled.

Southern California

Southern California is a land of extremes and contrasts. Its geography, its scenery, its industries, and its agriculture are startlingly varied. Within two hundred miles of Hollywood, the movie studios shoot almost every type of scenery to be found throughout the world. A few hours' drive will transport you to the Alps, the South Seas, the Sahara or the Black Forest—of Southern California.

If you are interested in Missions, as most out of the state visitors are, follow the Camino Real. Many of the missions have been restored, others are interesting ruins. All are representative of an institution that was not merely a chapel but the hub and center of a frontier colony. Agriculture from the hundreds of thousands of citrus groves to hundreds of square miles of cotton is to be seen. There is every sort of sport, every sort of amusement, art galleries, famous libraries, and many musical treats this year. Information will be given you by the All Year Club of Southern California, Chambers of Commerce of Los Angeles and San Diego, San Diego Convention & Tourist Bureau, and the Automobile Club of Southern California. Shell information on the Exposition grounds will assist you.

Texas Centennial

In 1933 and 1934 was the Chicago Fair.

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Palace of Foods and Beverages

Advance Aluminum Casting Co.	*Pressure Cooker*	55
Almond Products Co.	*Almond Products*	5
Associated Ice Co.	*Refrigeration*	3A
Bakkers, Neff K. Nursery.	*Cactus*	6A
Beechnut Packing Co.	*Candy, Chewing Gum*	51-53
Bohemian Distributing Co.	*Beverages*	32
Boncquet Laboratory	*Hermo-Tabs*	24
Bosch Electric Baking Machine Mfg. Co.	*Pressure Cooker*	8
Calavo Growers of California	*Calavos*	29
California Consolidated Water Co.	*Drinking Water*	41
California Olive Assn.	*Olives*	15
Challenge Cream & Butter.	*Creamery Products*	9A
Coca Cola	*Coca Cola*	49-51-26-27
Coffee Products of America.	*Coffee and Spices*	45 to 47
Crescent Mfg. Co.	*Mapeline*	21
Cudahy Packing Co.	*Canned Goods*	17A
Desert Date Shop	*Dates*	10A
Displamor Corporation of California	*Advertising Display*	25
Dodding, H. D. (Draw-Mor)	*Novelty Toy*	2A
Fisher Flouring Mills.	*Scones*	4A to 6A
Fletcher's Candy Co.	*Candy*	28
Friederich, Ed.	*Refrigeration*	58
Genessee Trading Co.	*Kitchen Utensils*	49
Harris, Mr. George H.	*Kitchen Utensils*	1A
Hain Pure Food Co.	*Health Foods*	55
Hilandale Ranch	*Sub-Tropical Fruits*	10
Hill Candy Co.	*Candy*	10
Hoelscher, Wm. and Co.	*Wines*	2A
Hollywood Cup, Inc. & Innerclean Mfg. Co.	*Beverage*	34
Jenny Wren Exhibit.	*Prepared Flour*	33
Junket Folks	*Dessert Mix*	35-36
Kerr Glass Mfg. Co.	*Glass Display*	9A
Kraft-Phenix Cheese	*Cheese Products*	18A
Krispy Kake Kone Co.	*Ice Cream Cones*	43-44
Liberty Orchards Co.	*Aplets*	10A
Libby, McNeill & Libby.	*Meat Products*	52-54-56
Los Angeles Brewing Co.	*Beverages*	3-4
Morbeck of London.	*Kitchen Utensils*	31
Nassau Pen and Pencil.	*Pens and Pencils*	1B
National Biscuit Co.	*Cookies*	6-7
National Pressure Cooker.	*Pressure Cooker*	40
National Super Products.	*Rubber Goods*	49-53
National Wooden Box Association	*Packing Boxes*	2A
Owens Illinois Pacific Coast	*Glass Food Containers*	17 to 19
Padre Vineyard Co.	*Wines, Brandies*	20
Sensenbrenner, A. Sons.	*Cigars*	12-13
Sheetz, Albert Mission Candy	*Candy*	1
Smackers	*Baked Products*	2
Sparkletts	*Drinking Water*	48
Spreckels, J. D. & A. B. Co.	*Sea Island Sugar*	11A to 16A
Standard Brands	*Coffee, Tea, Yeast, etc.*	19A-20A
Treesweet Products Co., Inc.	*Orange Juice and Citrus Products*	11
Vegetarian Cafeteria and Bakery	*Cafeteria and Bakery*	40
Wright, Mr. George B.	*Honey*	9
Wylie, Fred H.	*Cactus*	6A

Palace of Better Housing

American Flange Mfg.	*Steel Insulation*	15
Barker Brothers, Inc.	*Household Furnishings*	45
Belgian Art Exhibit.	*Belgian Art*	36 to 38
Bookhouse for Children.	*Books and Maps*	26
Boyer Chemical Laboratory Co.	*Cosmetics*	49-50A
California Redwood Assn.	*Redwood Exhibit*	52
California Redwood Gifts.	*Redwood Gifts*	34
Chow, K. H. Co.	*Chinese Goods*	34
Cleaves, Naomi E.	*Yars and Burls*	29
Compton, F. E. & Co.	*Educational Books*	25
Displamor Corporation	*Display Advertising*	8
Easy Washing Machines.	*Washing Machines*	49
Encyclopedia Britannica.	*Encyclopedias*	23
Ganna Walska	*Perfumes*	28
Gefroj Studio	*Butterfly Art*	27
Goodwill Industries	*Rehabilitation*	24
Hansen, F. J. Co., Ltd.	*Avocado Estates*	3
Helrigel, F. H.	*Novelties*	2
Household Specialties	*Pressure Cooker*	35
Jacobson, Isadore	*Signs*	20
Ketonen, Anna	*Household Furnishings*	50
Morbeck of London.	*Imported Novelties*	51
Morrocan Palace	*Oriental Goods*	48
Pacific Union Conference.	*7th Day Adventists*	4 to 7
Pioneer Flintkote Co.	*Roofing Material*	46
Quarrie, W. F. & Co.	*World Book*	29A
Rosicrucian Fellowship	*Rosicrucian Publications*	14
Salvation Army	*Salvation Army*	13
San Diego Consolidated Gas and Electric Co.	*Gas Appliances*	41-42
San Diego Mirror & Glass.	*Glass Products*	28
Shammah, A.	*Oriental Goods*	31-32
Standard Sanitary Manufacturing Co.	*Plumbing Equipment*	18 to 20
Sullivan's Art Gifts.	*Novelties*	22
Ware, Mr. J. W.	*Gem Exhibit*	2
Western Union	*Western Union*	21

House of Hospitality

Catholic Daughters		9
Exhibits, Incorporated	*Art*	3
Fraternal Order of Eagles.		11
Hollingers' Fabric Studio.		7
Jones Decorating Co.	*Decorating*	5
Modern Art Studios.	*Art*	1
Power, Robert E. Studio.	*Art*	4

House of Charm

Allison, Jack	*Everlasting Flowers*	37
Art Wood Inlay Exhibit.	*Art Goods*	9
Bickel, R. B.	*Art Goods*	7
Blake, Mrs. J. H.	*Darner*	2
Britigan, Robt. Corp.	*Nu-Matic Heater*	16
Burchard Weavers	*Weavers*	10
Charms of Spain.	*Spanish Goods*	27
Chekiang Co.	*Chinese Goods*	28
Displamor Corporation	*Display Advertising*	8
Ellis, Mrs. Constance D.	*Dates*	9
Hix, F. M.	*Perfumes*	22
Hosiery Joy	*Silk Preservative*	11
House of Bagdad.	*Oriental Goods*	1
Kendrick, Jas. R., Inc.	*Surgical Products*	5
LeRoy Gordon Salon.	*Beauty Parlor*	35

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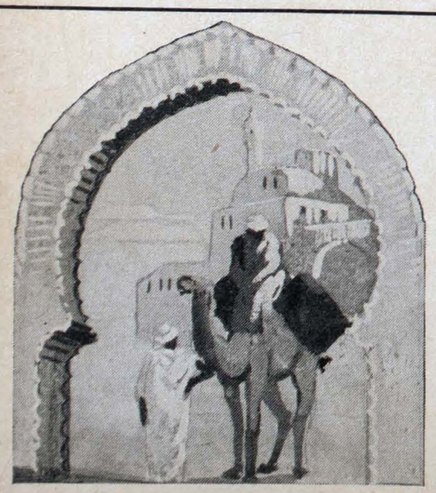
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Light, Paul	*Novelties*	19
Mandel Sax	*Novelties*	20-20A
MacFadden Jewelry	*Jewelry*	6
McCandless, Harriet	*Novelties*	32
Morbeck of London	*Art Goods*	17
Oakville American Manufacturing Co.	*Pin Picker*	21
Pacific Coat Hanger	*Coat Hangers*	3
Pacific Mutual Life Insur.	*Life Insurance*	15
Pocketbook Shop	*Leather Goods*	34
Quon Mane Co.	*Chinese Goods*	12
Shop of Charm	*Russian Goods*	33
Sleep Ringlets Hair Curlers	*Hair Curler*	4
Streicher, Ed.	*Shoes*	13
Vitonia Products	*Kelp Products*	30
Washoff Co.	*Cleanser*	24

Palaces of Science and Photography

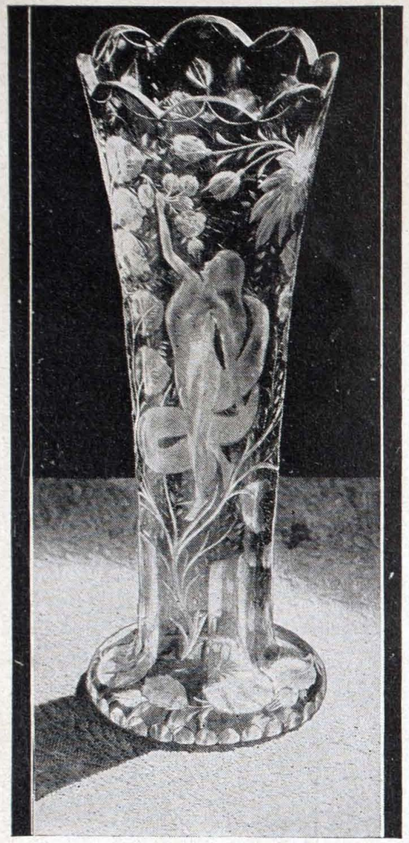
Agfa-Ansco Corporation	*Photographic Supplies*	5-6
American Telephone and Telegraph	*Scientific Exhibit*	SE Patio
Dictograph Products, Inc.	*Acoustic Equipment*	17-18
Eastman Kodak Co.	*Photographic Equip.*	12 to 16
Encyclopedia Britannica	*Encyclopedias*	7
Eternal Calendar	*Mechanical Calendar*	18
Grolier Society	*Educational Books*	20
Rees Stealy Clinic	*Disease Prevention*	4
Sirigo, John	*Photographic Sup.*	9 to 10A
West Disinfecting Co.	*Hygenic Products*	22
Women's Christian Temperance Union	*Alcohol Education*	21

Palace of Electricity and Varied Industries

Airway Electric Appliance Corp.	*Electrical Appliances*	16
American Potash and Chemical Co.	*Chemical Products*	3
Belgian Art Gallery	*Belgian Art*	29
Bureau of Power & Light	*Electrical Appliances*	20
Bureau of Power & Light	*Electrical Appliances*	NE Cor.
California General Electric Appliance Distributors	*Electrical Appliances*	NE Cor.
Clevelin Realty Corp.	*Recreational Properties*	14
Collier's Violin Shop	*Violins*	13
Comer, E. Clarke	*Real Estate*	6
General Cable Corp.	*Cables*	21
General Electric House of Magic	*Electrical Appliances*	NE Cor.
Linares, Abelardo	*Toledo Ware from Spain*	37
Pacific Wire Products	*Wire Products*	11
San Diego Fire Equipment Co.	*Fire Equipment*	12
Simms & Pascoe	*Abalone Art*	7
Southern California Edison Co.	*Electrical Appliances*	NE Cor.
Union Oil Co.	*Petroleum Products*	8 to 10
Western Sugar Refinery	*Honey Dew Sugar*	5
White Sewing Machines	*Sewing Machines*	1 to 3

Palace of Water and Transportation

Atchison Topeka and Santa Fe	*Railroad*	1
Bureau of Water Works and Supply All American Canal		



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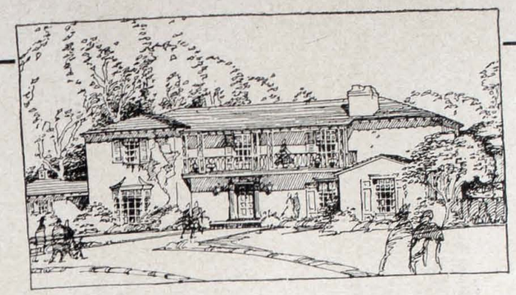
Chapman Park Hotel.....*Hotel Display* 11
Del Monte Properties.....*Information Booth* 14
El Tejon Hotel.....*Information Booth* 7
Hemphill Diesel Engine Schools*Diesel Engines* 8
Hotel Canterbury, Maurice Hotel*Information Booth* 15
Metropolitan Water District*Water Develop.* S. end of Bldg.
Mutual Benefit Health & Accident*Insurance* 3
Newman Advertising*Travel Information* 4
Southern Pacific Co.....*Railroad Exploitation* 13
Turner, Paul*Leather Goods* 11

Spanish Village

Blanpied, Mrs. Wynona...*Woolen Goods* 31
Briggs Floral Co.....*Floral* 10
Calartco Corporation*Statuettes* 2B
Candle Shop*Candles* 5
Casa Sevilla*Spanish Goods* 31
Czechoslovakia*Czechoslovakian Art* 47
Edwards Spanish Restaurant*Restaurant* 12-13
Gefroj Studio*Butterfly Art* 36
Gilfilan Brothers, Inc....*Radios* 29
Goldstein, Ted*Novelties* 2G
Grundy, J. L.....*Checkroom* 1
Hollywood Motion Picturescope*Miniature Pictures* 30
House of Guatemala.....*Guatemala Products* 37
James, F. W. & Son.....*Novelties and Flowers* 50
Jenny Wren Exhibit.....*Flour Products* 46
Joachim, Bernard J.....*Hats* 32
Linares, Abelardo*Spanish Merchandise* 34-43
Miracle Painting*Religious Art* 51
Mission Brewing Co.....*Beverages* 21
Navon and Sevilla.....*Perfumes* 16
Pacific Camera Stores....*Photographs and Post Cards* 48
Palm Ripe Date Garden..*Dates* 2F
Peasant Art Shop.....*Czechoslovakian Art* 7
Quon Mane Co.....*Chinese Goods* 11
Record-O-Graph*Voice Recordings* 50
Rohn and Hutchings.....*Hand Dyed Fabrics* 4
Ruggles, C. D.....*Silhouettes & Wire Jewelry* 35
Spanish Gift Shop.....*Spanish Goods* 45
Steelcraft Co.*Novelties* 49
Tena, J. F.....*Spanish and Mexican Goods* 35
Verdugo Shop*Mexican and Spanish Curios* 9

Special Buildings

NAME	ADDRESS	ON MAP
Bank of America (Banking Service)	*Avenida de Palacio*	No. 1
California Exposition Home	*Avenida de Espana*	No. 38
Christian Science Monitor Building	*Calle Prensa*	No. 20
Ford Motors	*Plaza de America*	No. 25
Latter Day Saints	*Calle Prensa*	No. 32
Palmer Steel House	In Federal Housing Area	No. 8
Shell Information	*Avenida de Espana*	No. 37
Standard Oil Company. (Standard Oil Company Tower to the Sun)	*Opposite Plaza de America*	No. 30
Wells & McClelland (Flowerland)	*E. of House of Pacific Relations*	



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—AND MANY OTHER SURPRISES!

ALPHABETICAL LIST OF EXHIBITORS

NAME	BUILDING	SPACE
Advance Aluminum Casting Co.	PFB	55
Agfa-Ansco Corporation	Sc. Ph.	5-6
Airway Electric Appliance Corp.	Elec.	16
Allison, Jack	Charm	37
Almond Products Co.	PFB	5
American Flange Manufacturing	Hous.	15
American Potash and Chemical Co.	Elec.	3
American Telephone and Telegraph Sc. Ph.		SE Patio
Art Wood Inlay Exhibit	Charm	9
Associated Ice Co.	PFB	3A
Atchison, Topeka and Santa Fe.	Trav.	1
Bakkers, Neff K. Nursery	PFB	6A
Bank of America (Banking Service)	Avenida de Palacio, on map,	No. 1
Barker Brothers, Incorporated	Hous.	45
Beechnut Packing Co.	PFB	51, 53
Belgian Art Exhibit	Hous.	36 to 28
Belgian Art Gallery	Elec.	29
Bickel, R. B.	Charm	7
Blake, Mrs. J. H.	Charm	2
Blanpied, Mrs. Wynona	S. V.	31
Bohemian Distributing Co.	PFB	32
Boncquet Laboratory	PFB	24
Bookhouse for Children	Hous.	26
Bosch Electric Baking Machine Manufacturing Co.	PFB	8
Boyer Chemical Laboratory Co.	Hous.	49-50A
Briggs Floral Co.	S. V.	10
Britigan, Robt. Corporation	Charm	16
Burchard Weavers	Charm	10
Bureau of Power and Light	Elec.	20
Bureau of Power and Light	Trav.	S. End
Bureau of Water Works and Supply All American Canal	S. V.	2B
Calartco Corporation	PFB	29
Calavo Growers of California	PFB	41
California Consolidated Water Co.	Elec.	NE Cor.
California Exposition Home	Avenida de Espana, on map,	No. 38
California General Electric Appliance Distributors	Elec.	NE Cor.
California Olive Association	PFB	15
California Redwood Association	Hous.	52
California Redwood Gifts	Hous.	34
Candle Shop	S. V.	5
Casa Sevilla	Hosp.	31
Catholic Daughters	PFB	9
Challenge Cream and Butter	Trav.	9A
Chapman Park Hotel	Charm	11
Charms of Spain	Charm	Spanish Goods
Chekiang Co.	Hous.	28
Chow, K. H. Co.		34
Christian Science Monitor Building	Calle Prensa, on map,	No. 20
Cleaves, Naomi E.	Hous.	29
Clevelin Realty Corporation	Elec.	14
Coca Cola	PFB	26-27-49-51
Coffee Products of America	PFB	45 to 47
Collier's Violin Shop	Elec.	13
Compton, F. E. & Co.	Hous.	25
Crescent Manufacturing Co.	PFB	21
Cudahy Packing Co.	PFB	52-54-56

Hosp.—House of Hospitality
Hous.—Palace of Better Housing
PFB—Palace of Foods and Beverages
Elec.—Palace of Electricity and Varied Industries

Sc. Ph.—Palaces of Science and Photography
Charm—House of Charm
Trav.—Palace of Water and Transportation
S. V.—Spanish Village



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NAME	BUILDING	SPACE
Czechoslovakia	S. V.	47
Del Monte Properties	Trav.	14
Desert Date Shop	PFB	10A
Dictograph Products, Inc.	Sc. Ph.	17½-18
Displamor Corporation of Calif.	PFB	25
Displamor Corporation	Hous.	8
Displamor Corporation	Charm	8
Dodding, H. D. (Draw-Mor)	PFB	2A
Eastman Kodak Co.	Sc. Ph.	12 to 16
Easy Washing Machines	Hous.	49
Edwards Spanish Restaurant	S. V.	12-13
Ellis, Mrs. Constance D.	Charm	9
El Tejon Hotel	Trav.	7
Encyclopedia Britannica	Hous.	23
Encyclopedia Britannica	Sc. Ph.	7
Eternal Calendar	Sc. Ph.	18
Exhibits, Incorporated	Hosp.	3
Fisher Flouring Mills	PFB	4A to 6A
Fletcher's Candy Co.	PFB	28
Ford Motors	Plaza de America, on map, No.	25
Fraternal Order of Eagles	Hosp.	11
Friederich, Ed.	PFB	58
Ganna Walska	Hous.	28
Gefroj Studio	Hous.	27
Gefroj Studio	S. V.	36
General Cable Corporation	Elec.	21
General Electric House of Magic	Elec.	NE Cor.
Genessee Trading Co.	PFB	49
Gilfillan Brother, Incorporated	S. V.	29
Goldstein, Ted	S. V.	2G
Goodwill Industries	Hous.	24
Grolier Society	Sc. Ph.	20
Grundy, J. L.	S. V.	1
Hain Pure Food Co.	PFB	55
Hansen, F. J. Co. Ltd.	Hous.	3
Harris, Mr. George H.	PFB	1A
Helrigel, F. H.	Hous.	2
Hemphill Diesel Engine Schools	Trav.	8
Hilandale Ranch	PFB	10
Hill Candy Co.	PFB	10
Hix, F. M.	Charm	22
Hoelscher, Wm. and Co.	PFB	2A
Hollingers' Fabric Studio	Hosp.	7
Hollywood Cup, Incorporated and Innerclean Manufacturing Co.	PFB	34
Hollywood Motion Picturescope	S. V.	30
Hosiery Joy	Charm	11
Hotel Canterbury, Maurice Hotel.	Trav.	15
Household Specialties	Hous.	35
House of Bagdad	Charm	1
House of Guatemala	S. V.	37
Jacobson, Isadore	Hous.	20
James, F. W. & Son	S. V.	50
Jenny Wren Exhibit	S. V.	46
Jenny Wren Exhibit	PFB	33
Joachim, Bernard J.	S. V.	32
Jones Decorating Co.	Hosp.	5
Junket Folks	PFB	35-36
Kendrick, Jas. R. Incorporated	Charm	5
Kerr Glass Manufacturing Corp.	PFB	9A
Ketonen, Anna	Hous.	50
Kraft-Phenix Cheese	PFB	18A
Krispy Kake Kone Co.	PFB	43-44
Latter Day Saints	Calle Prensa, on map, No.	32
LeRoy Gordon Salon	Charm	35
Libby, McNeill & Libby	PFB	17A
Liberty Orchards Co.	PFB	10A
Light, Paul	Charm	19
Linares, Abelardo	S. V.	34-43
Linares, Abelardo	Elec.	37
Los Angeles Brewing Co.	PFB	3-4
MacFadden Jewelry	Charm	6
Mandel Sax	Charm	20-20A
McCandless, Harriet	Charm	32
Metropolitan Water District	Trav.	S. End
Miracle Painting	S. V.	51
Mission Brewing Co.	S. V.	21
Modern Art Studios	Hosp.	1
Morbeck of London	Charm	17
Morbeck of London	Hous.	51

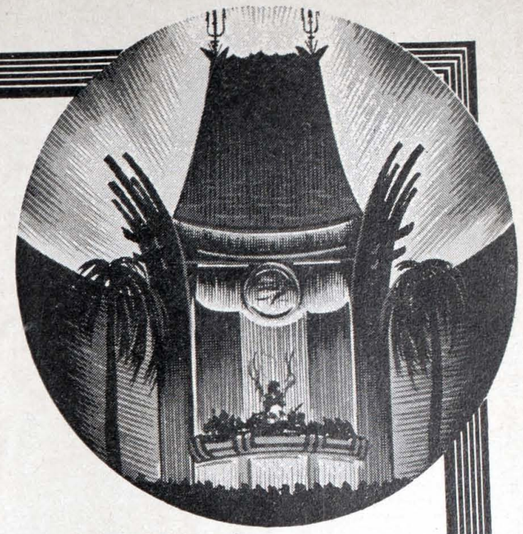
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NAME	BUILDING	SPACE
Morbeck of London	PFB	31
Morrocan Palace	Hous.	48
Mutual Benefit Health & Accident	Trav.	3
Nassau Pen and Pencil	PFB	1B
National Biscuit Co.	PFB	6-7
National Pressure Cooker	PFB	40
National Super Products	PFB	49
National Wooden Box Association	PFB	2A
Navon and Sevilla	S. V.	16
Newman Advertising	Trav.	4
Oakville American Manufacturing Co.	Charm	21
Owens Illinois Pacific Coast	PFB	17 to 19
Pacific Camera Stores	S. V.	48
Pacific Coat Hanger	Charm	3
Pacific Mutual Life Insurance	Charm	15
Pacific Union Conference	Hous.	4 to 7
Pacific Wire Products	Elec.	11
Palmer Steel House	In Federal Housing Area, on map, No.	8
Pocketbook Shop	Charm	34
Padre Vineyard Co.	PFB	20
Palm Ripe Date Garden	S. V.	2F
Peasant Art Shop	S. V.	7
Pioneer Flintkote Co.	Hous.	46
Power, Robert E. Studio	Hosp.	4
Quarrie, W. F. & Co.	Hous.	29A
Quon Mane Co.	Charm	12
Quon Mane Co.	S. V.	11
Record-O-Graph	S. V.	50
Rees-Stealy Clinic	Sc. Ph.	4
Rohn and Hutchings	S. V.	4
Rosicrucian Fellowship	Hous.	14
Ruggles, C. D.	S. V.	35
Salvation Army	Hous.	13
San Diego Consolidated Gas and Electric Company	Hous.	41-42
San Diego Fire Equipment Co.	Elec.	12
San Diego Mirror and Glass	Hous.	28
Sensenbrenner, A. Sons	PFB	12-13
Shammah, A.	Hous.	31-32
Sheetz, Albert Mission Candy	PFB	1
Shell Oil Company (Information)	Avenida de Espana, on map, No.	37
Shop of Charm	Charm	33
Simms & Pascoe	Elec.	7
Sirigo, John	Sc. Ph.	9 to 10A
Sleeps Ringlets Hair Curlers	Charm	4
Smackers	PFB	2
Southern California Edison Co.	Elec.	NE Cor.
Southern Pacific Co.	Trav.	13
Spanish Gift Shop	S. V.	45
Sparkletts	PFB	48
Spreckels, J. D. & A. B. Co.	PFB	11A to 16A
Standard Brands	PFB	19A-20A
Standard Sanitary Manufacturing Co.	Hous.	18 to 20
Standard Oil Company (Standard Oil Tower to the Sun)	Opposite Plaza de America, on map, No.	30
Steelcraft Co.	S. V.	49
Streicher, Ed.	Charm	13
Sullivan's Art Gift	Hous.	22
Tena, J. F.	S. V.	35
Treesweet Products Co. Inc.	PFB	11
Turner, Paul	Trav.	11
Union Oil Company	Elec.	8 to 10
Vegetarian Cafeteria and Bakery	PFB	40
Verdugo Shop	S. V.	9
Vitonia Products	Charm	30
Ware, Mr.	Hous.	2
Washoff Co.	Charm	24
Wells & McClelland (Flower-Land)	East of House of Pacific Relations	
West Disinfecting Co.	Sc. Ph.	22
Western Sugar Refinery	Elec.	5
Western Union	Hous.	21
White Sewing Machines	Elec.	1 to 3
Women's Christian Temperance Union	Sc. Ph.	21
Wright, Mr. George B.	PFB	9
Wylie, Fred H.	PFB	6A



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Calendar OF SPECIAL EVENTS (Continued from Page 16)

TUESDAY, JULY 2—Mazdaznan Day

WEDNESDAY, JULY 3—B'nai B'rith Day

THURSDAY, JULY 4—Independence Day
G. A. R. Day
Dixie Day, including Virginia, North Carolina, South Carolina, Tennessee, Mississippi, Louisiana, Florida, Alabama, Georgia, Arkansas, Oklahoma, Kentucky
Daughters of the G. A. R.

FRIDAY, JULY 5—Legislative Day

SATURDAY, JULY 6—Danish Day
Toastmasters Club

SUNDAY, JULY 7—Danish Day
American Society of Civil Engineers
San Diego Municipal Employees Association
The American Society of Mechanical Engineers

TUESDAY, JULY 9—West Virginia Day

THURSDAY, JULY 11—California School Employees Association
Tuberculosis Associations Day

FRIDAY, JULY 12—Kansas Day

SATURDAY, JULY 13—Caligator Pear Day
Federal Employees Association Day
Osteopaths Day

SUNDAY, JULY 14—National County Employees Day (under the auspices of the San Diego County Employees Association)
Harmonica Band of San Diego County
Pacific Coast Dental Conference
Congregational Church

MONDAY, JULY 15—League of Women Voters
Women's Relief Corps Day
Four "H" Agric. Club of America
Farm Week (15 to 21, inclusive)

TUESDAY, JULY 16—Women's Civic Center Day (under the auspices of the San Diego Women's Civic Center)
Catholic Daughters of America
Farm Bureau Day
Farm Week (15 to 21, inclusive)

WEDNESDAY, JULY 17—Republican Women's Day (under the auspices of the Republican Women's Federation of San Diego County)
Cooperative Marketing Day
Farm Week (15 to 21, inclusive)

THURSDAY, JULY 18—San Diego Women's Club Day
Future Farmers Day
Farm Week (15 to 21, inclusive)

FRIDAY, JULY 19—Braille Club of California
Omnibus College Reunion
Southern Day (under the auspices of the United Daughters of the Confederacy, Stonewall Jackson Chapter)
Farm Week (15 to 21, inclusive)

SATURDAY, JULY 20—Postmasters Day (under the auspices of the California Association of Postmasters)
National League of Dist. Postmasters
San Joaquin Valley Day
Swedish Day
Radio Fiesta
American Bar Association
Harvard Day
Federated Church Brotherhood
Farm Week (15 to 21, inclusive)

SUNDAY, JULY 21—Radio Fiesta
Swedish Day
Farm Week (15 to 21, inclusive)

MONDAY, JULY 22—National Automotive Day

WEDNESDAY, JULY 24—Utah Day

FRIDAY, JULY 26—Realtors Day (under the auspices of the California Real Estate Association)

SATURDAY, JULY 27—Embalmers Day (under the auspices of the California Embalmers Association)
California Association of the Deaf
Junior Chamber of Commerce Day

SUNDAY, JULY 28—Gamma Eta Kappa Day
Ohio Day
Pacific Coast Association of Magicians
Business and Professional Women's Clubs
German Day

MONDAY, JULY 29—Christian Churches

WEDNESDAY, JULY 31—Michigan Day

THURSDAY, AUG. 1—Colorado Day

FRIDAY, AUG. 2—Yeoman Mutual Day

SATURDAY, AUG. 3—Chiropractors Day
National Association of Power Engineers
Universities of the Northwest
Girl Reserves of the Y. W. C. A.
Peace Officers Day

SUNDAY, AUG. 4—Beauty Operators Day (under the auspices of the San Diego Beauty Operators Association)
National Elks Day
Blue Star Championship Regatta (sponsored by the Star Boat Fleet of the Western Coast)

MONDAY, AUG. 5—Pacific Coast Championship Yacht Regatta (sponsored by the San Diego Yacht Club)
Rainbow Division A. E. F.

WEDNESDAY, AUG. 7—National Methodist Youth Day (under the auspices of National Epworth League)

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THURSDAY, AUG. 8—Nat. Colony of New England Women
FRIDAY, AUG. 9—Redlands Day
Architects Day
SATURDAY, AUG. 10—Retail Meat Dealers "Golden Anniversary Day"
Kiwanis Day
Missouri Day
Food Brokers and Manufacturers Day
SUNDAY, AUG. 11—Lodge of Ahepa
Greek Day
Wisconsin Day
MONDAY, AUG. 12—Japanese Student Day
WEDNESDAY, AUG. 14—National Democrat Women's Day (under the auspices of Women's Democrat Club of San Diego County)
THURSDAY, AUG. 15—New Mexico Day
SATURDAY, AUG. 17—Montana Day
Knights of Pythias
Arden Dairy Farms Day
Japanese Day
SUNDAY, AUG. 18 — Postal Supervisors Day (under the auspices of the California Association of Postal Supervisors)
Delta Sigma Theta Sorority (Colored)
Japanese Day
MONDAY, AUG. 19—National League of American Pen Women
Royal Neighbors of America
WEDNESDAY, AUG. 21—Music Teachers Day (under the auspices of the Music Teachers Association of California)
Texas Day
National Sojourners
THURSDAY, AUG. 22—National Radio Day
Old Time Seaman's Day
FRIDAY, AUG. 23—British Empire Day
SATURDAY, AUG. 24—National Negro Day
SUNDAY, AUG. 25—Young Ladies Institute
America's Schools of Aviation
Yugoslavia Day
TUESDAY, AUG. 27—Maine Day
WEDNESDAY, AUG. 28—Altrusa Club Day
THURSDAY, AUG. 29—Charles Wakefield Cadman Day
SATURDAY, AUG. 31—National Inter-Fraternity Council Day
Richfield Oil Company (Jimmy Allen Day)
Pan-Hellenic Reception
Modern Woodmen of America
SUNDAY, SEPT. 1—Modern Woodmen of America
American Motorcycle Association National Rally Day
Richfield Oil Company (Jimmy Allen Day)
Gold Star Mothers
The Cactus Succulent Society of America

MONDAY, SEPT. 2—American Motorcycle Association National Rally Day
Welsh Society Day
Western Public Golf Championship Day (sponsored by the San Diego Public Links Association)
Escondido Day
Modern Woodmen of America
FRIDAY, SEPT. 6—Art Guild Day
SATURDAY, SEPT. 7—National Fire Fighters Day (under the auspices of the California State Firemen's Association)
Steuben Day
Western Association of Art Museum Directors
MONDAY, SEPT. 9—Native Sons and Daughters
Electrical Engineers Day (under the auspices of the Southwestern Section International Engineers)
California Day
Bankers Day
Associated Arts Day
WEDNESDAY, SEPT. 11—Electrical Inspectors Day (under the auspices of the International Association of Electrical Inspectors)
Wyoming Day
THURSDAY, SEPT. 12—Indiana Day
SATURDAY, SEPT. 14—Stanford University Day
South Dakota Day
Women's Benefit Association
SUNDAY, SEPT. 15—National Association of Retail Grocers
Construction Industries Week (15 to 21, inclusive)
MONDAY, SEPT. 16—Mexican Independence Day
Construction Industries Week (15 to 21, inclusive)
TUESDAY, SEPT. 17—Organized Labor Day (under the auspices of the California State Federation of Labor)
Construction Industries Week (15 to 21, inclusive)
WEDNESDAY, SEPT. 18—P. E. O. Day.
Construction Industries Week (15 to 21, inclusive)
THURSDAY, SEPT. 19—Race Relations Day
Construction Industries Week (15 to 21, inclusive)
FRIDAY, SEPT. 20—Ben Hur Life Association
Congress of Inventors
Construction Industries Week (15 to 21, inclusive)
SATURDAY, SEPT. 21—Gas Appliance Day
Daughters of Scotia
Congress of Inventors
Construction Industries Week (15 to 21, inclusive)

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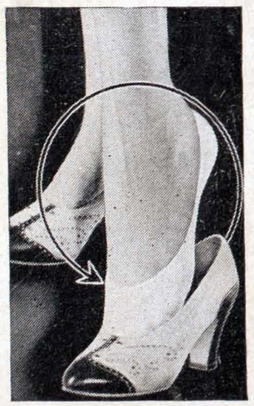
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SUNDAY, SEPT. 22—Spanish War Veterans Day
National Guard Day
TUESDAY, SEPT. 24—Iowa Day
THURSDAY, SEPT. 26—Oregon Day
FRIDAY, SEPT. 27—Hardware Retailers Day
SATURDAY, SEPT. 28—Nurserymen's Day (under the auspices of the California State Nurserymen's Association)
Hardware Retailers Day
Camp Fire Girls
University of Redlands Day
Cabrillo Day
SATURDAY, OCT. 5—Minnesota Day
SUNDAY, OCT. 6—Boy Scouts Day
FRIDAY, OCT. 11—Girl Scouts National Delegates Day
SATURDAY, OCT. 12—Illinois Day
Knights of Columbus Day
National Candy Day
MONDAY, OCT. 14—Eastern Star Day
TUESDAY, OCT. 15—Highway Patrolmen's Day (under the auspices of the California Association of Highway Patrolmen)
SATURDAY, OCT. 19—Nebraska Day
Soroptomist's Day
Veterans of Foreign Wars
TUESDAY, OCT. 22—Circulation Managers Day (under the auspices of the California Circulation Managers Association)
WEDNESDAY, OCT. 23—Pennsylvania Day
Church of God (Southern California Council)
FRIDAY, OCT. 25—Washington State Day
SATURDAY, OCT. 26—American Water Works Association
Republican Women's Day (under the auspices of the Republican Women's Federation of San Diego County)
SUNDAY, OCT. 27—Fraternal Order of Eagles
TUESDAY, OCT. 29—Chambers of Commerce Day
WEDNESDAY, OCT. 30—Idaho Day
FRIDAY, NOV. 1—State Farm Insurance Companies
SATURDAY, NOV. 2—Insurance Agents Day (sponsored by the California Association of Insurance Agents)
Girl Scouts Day
SUNDAY, NOV. 3—California State Fraternal Congress
University of California Day
THURSDAY, NOV. 7—Lumbermen's Day
FRIDAY, NOV. 8—Alaska Day
SATURDAY, NOV. 9—American Red Cross Day
SUNDAY, NOV. 10—Pacific Coast Roller Canary Breeders Day
Loyola University Day
MONDAY, NOV. 11—American Legion Day



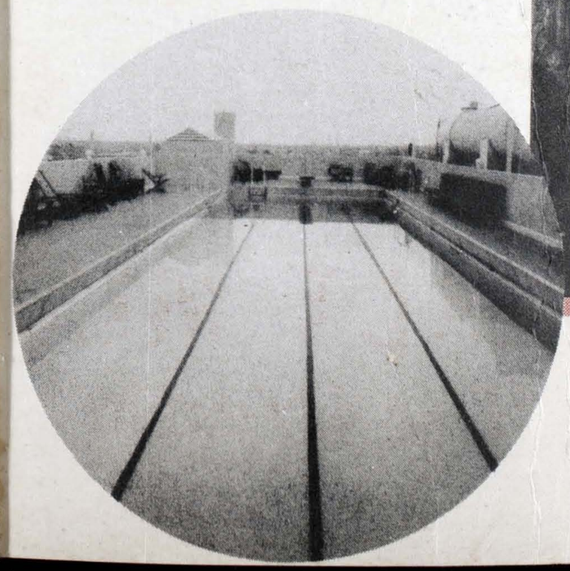
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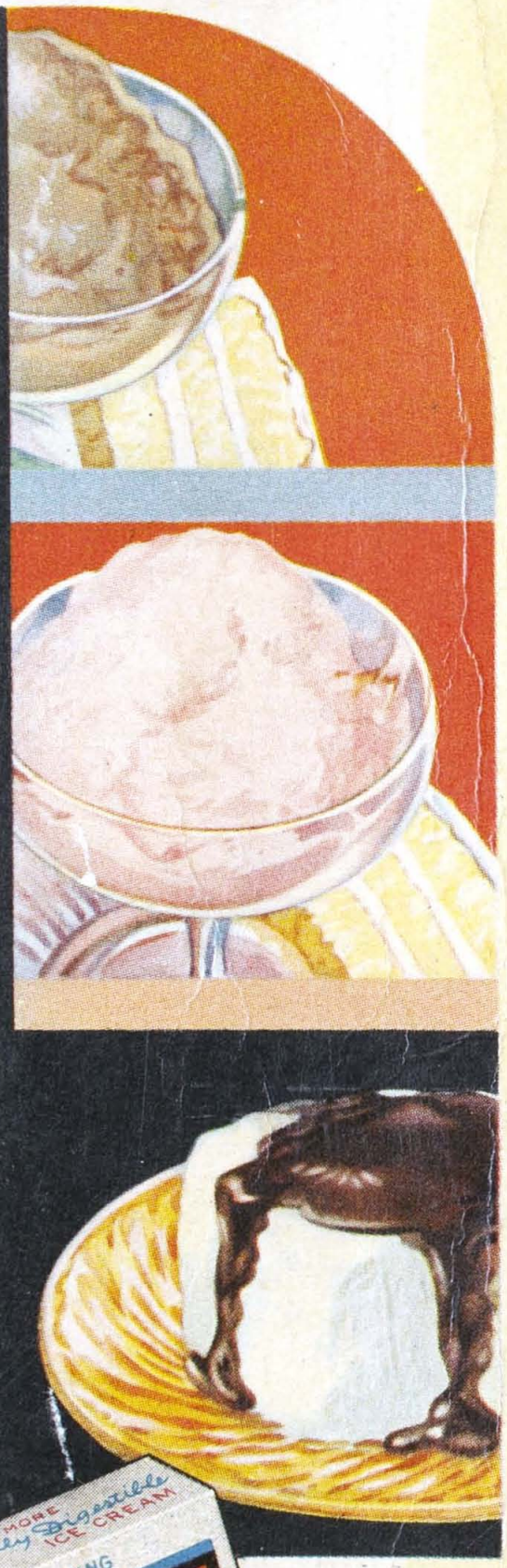
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Reg. U. S. Pat. Off.

for making **Ice Cream**

A cone full of Junket ice cream given FREE to each person at exhibit